



**CONSUMER
MAGAZINE
FACT BOOK
2010**

**Magazines
Canada**

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10 REASONS TO USE MAGAZINES

3

1. Magazines and magazine ads capture focused attention: The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.

2. Magazine advertising is targeted: Magazines engage readers in very personal ways. There's a magazine for every passion and a passion for every magazine. Use magazines to reach your target audience in a meaningful way — a way in which Specialty TV just can't compare. Plus, magazine readers reach the affluent, those with disposable income to buy advertised brands.

3. Magazine advertising is relevant and welcomed: Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.

4. Magazines are credible: Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.

5. Magazines offer a lasting message: Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits. Consumers clip and save magazine ads for future reference.

Continued...



10 REASONS TO USE MAGAZINES *(Cont'd)*

4

6. Magazines deliver brand-relevant imagery: Magazine editorial imbues ads with brand-relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.

7. Magazine advertising drives web searches and visits: Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.

8. Magazines drive the purchase funnel: Magazines are effective across all stages of the purchase funnel, especially brand favourability and purchase consideration, the most sought after metrics that are hardest to sway.

9. Magazine advertising sells brands and enhances ROI: Allocating more ad dollars to magazines in the media mix improves marketing and advertising ROI. Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

10. Magazines are becoming 360° marketing providers: Magazines are rapidly migrating to digital platforms—web, smartphones, iPad—delivering 360° marketing opportunity to mass and targeted audiences.





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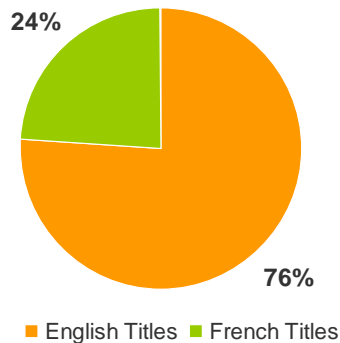
Industry Trends

Consumer Magazine trends at a glance

INCREDIBLE CHOICE: NICHE AND MASS

1,276 English and French titles were available in 2009, a 36% increase over the previous 10 years. During this same time frame, Canada's population grew by just 10%.

For more info, [click here](#).



Number of Canadian Consumer Magazines, 2000-2009

YEAR	# CONSUMER TITLES
2000	941
2001	961
2002	1,000
2003	1,032
2004	1,114
2005	1,160
2006	1,201
2007	1,244
2008	1,282
2009	1,276

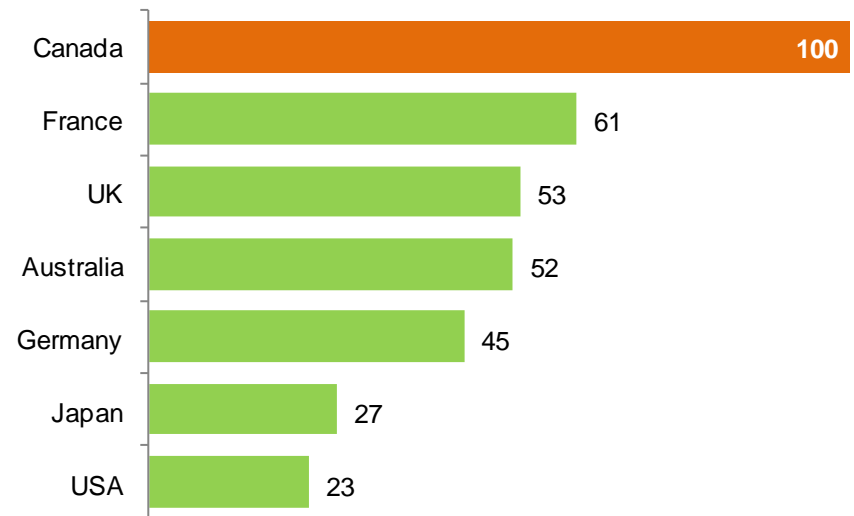
Sources: Magazines Canada estimates; Statistics Canada; Masthead magazine

CANADIANS LOVE THEIR MAGAZINES

Canadians love their magazines!

Canada has access to more consumer magazine titles per capita than most other developed countries in the world.

Number of Consumer Magazines per Capita (Index)



Number of consumer magazines per capita in Canada. *Canada = Index of 100*

Source: FIPP World Magazine Trends

MAGAZINE LAUNCH & CLOSURE HISTORY

Canada continues to produce a wide array of outstanding magazines.

Their content spans the unique needs of Canadian readers to feed their personal passions.

While launches slowed, predictably, during a recessionary 2009, closures fared better than the 10-year average.

For more info about launches by editorial category, [click here](#).

YEAR	LAUNCHES		CLOSURES		NET	
	Eng	Fr	Eng	Fr	Eng	Fr
2000	45	4	13	2	32	2
2001	41	2	22	1	19	1
2002	55	8	21	3	34	5
2003	51	5	23	0	27	5
2004	88	12	17	1	71	11
2005	61	6	18	3	43	3
2006	53	7	18	1	36	6
2007	53	1	9	2	44	-1
2008	51	7	15	5	36	2
2009	10	1	17	0	-6	0
10-Year Average	51	5	17	2	34	3

Source: Masthead Magazine Annual Tally

A MAGAZINE FOR EVERYONE

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Despite a recessionary economy, Canadian consumer magazine launches continued, albeit at a lower pace, in several categories fulfilling personal needs and passions, from fashion to food to home décor, or just a great read.

In fact, 59% of all Canadian magazines available today were launched *after* the internet became commercially available in 1989.

For more info, [click here](#).

Source: Masthead Magazine

Number of Launches by Category

EDITORIAL CATEGORY	LAUNCHES PAST 5 YRS		2009	
	Eng	Fr	Eng	Fr
Arts/Cultural/Entertainment	13	6	1	0
Business/News/Finance/Technology	5	1	0	0
City/Regional General Interest	41	1	2	0
Gays/Lesbians	1	0	0	0
Health/Fitness/Wellness	16	2	0	0
Leisure/Recreation/Sports/Travel	45	3	3	0
Lifestyle	31	1	0	0
Men's	9	1	1	0
Parenting	5	1	0	0
Seniors/Mature Market	1	0	0	0
Shelter/Food	18	7	2	0
Women's	14	4	0	0
Youth/Children/Student	21	0	1	0
Miscellaneous	7	2	0	1
Total	227	29	10	1

EDITORIAL CATEGORY CIRCULATION

The General Interest magazine category accounts for the highest average issue circulation in Canada. Women's magazines and City/Regional magazines follow.

Average Issue Circulation ('000)

RANK	EDITORIAL CATEGORY	2009 CIRCULATION		
		TOTAL	ENGLISH	FRENCH
1	General Interest	9,529	8,064	1,465
2	Women's	5,853	4,422	1,431
3	City & Regional	5,793	5,315	478
4	Entertainment	4,541	3,730	811
5	Homes/Gardening	4,025	2,525	1,500
6	Food & Beverage	3,909	3,273	636
7	Sports/Recreation	3,125	1,860	1,265
8	Senior/Mature Market	2,795	2,390	405
9	Travel	2,765	2,175	590
10	Health	2,757	1,892	865

Source: CARD; Magazines Canada

MAGAZINES ENGAGE, BIG OR SMALL

Big or small, each magazine reaches and fulfills the personal needs of its readers in every niche.

If you are looking to engage a tightly defined audience, put magazines of every size to work.

CIRC SIZE GROUPING	# OF TITLES	% OF TOTAL TITLES	GROUP CIRCULATION	% OF TOTAL CIRCULATION
1 Million +	4	0.5%	5,704,215	8.6%
500,000 to 999,999	19	2.2%	11,990,389	18.1%
250,000 to 499,999	23	2.7%	7,763,914	11.7%
100,000 to 249,999	125	14.6%	19,006,234	28.7%
50,000 to 99,999	146	17.0%	10,343,059	15.7%
20,000 to 49,999	289	33.8%	8,758,209	13.3%
1 to 19,999	250	29.2%	2,592,170	3.9%

Source: Titles reporting circulation in CARD

U.S. SPILL IN LONG TERM DECLINE

U.S. spill has been in decline since Magazines Canada started measurement tracking in 1983.

Overall spill circulation has declined 38% whereas average circulation spill-per-title has declined by nearly half.

YEAR	TOTAL SPILL CIRCULATION	INDEX	AVERAGE CIRCULATION PER TITLE*	INDEX
1983	10,705,000	100	26,303	100
1989	9,969,000	93	21,031	80
1998	9,155,000	86	16,203	62
2000	8,518,000	80	15,716	60
2002	8,160,000	76	15,396	59
2004	7,899,000	74	14,055	53
2006	7,666,000	72	13,664	52
2008	7,322,000	68	13,435	51
2009	6,676,000	62	13,823	53

* Average Issue Circulation

Source: ABC

RELEVANT CONTENT FOR CANADIANS

Given a choice, Canadians prefer magazines that tell Canadian stories and reflect Canadian needs.

Canadians prefer content that reports on products and services available in Canada and priced in Canadian dollars.

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- 92% agree that Canadian magazines play a significant role in informing Canadians about each other
- 88% feel it is personally important that a magazine have editorial content created specifically for Canadian readers
- 90% feel that U.S. titles don't effectively cover Canadian issues

Source: Industry questionnaire conducted by Totum Research

STATEMENT 1:

I am more inclined to look for information in Canadian magazines than U.S. magazines when I am in the market to purchase a product.

AGREE	77
DISAGREE	23

STATEMENT 2:

Advertisements in Canadian magazines are more relevant to me than advertisements in U.S. magazines.

AGREE	83
DISAGREE	17

Source: Reader's Digest Magazines (Canada)

AD PAGE PERFORMANCE

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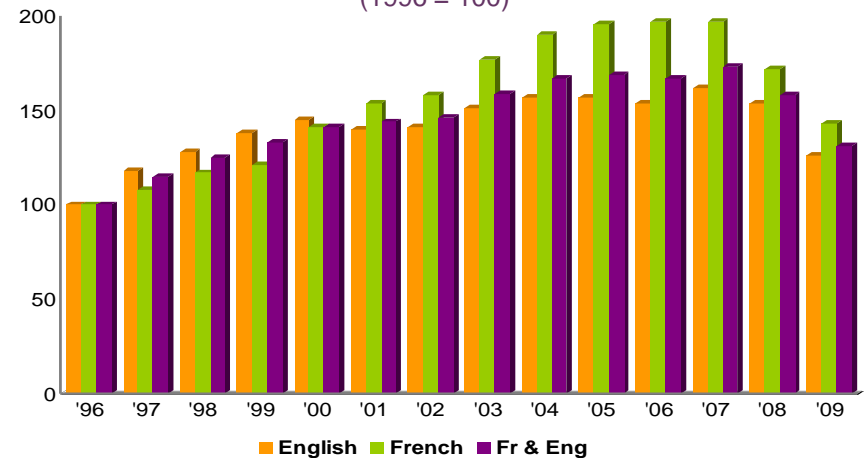
In the face of the worst economic recession in many decades, magazine ad pages experienced a rare dip. The reason has little to do with reader attitudes towards magazines and everything to do with advertiser cutbacks.

Despite this short-term dip in performance, a who's who of Canada's—and the world's—largest advertisers increased their presence in magazines.

For more info, [click here](#).

Ad Page Growth Index 1996-2009

(1996 = 100)



Source: Statistics Canada; Leading National Advertisers (LNA)

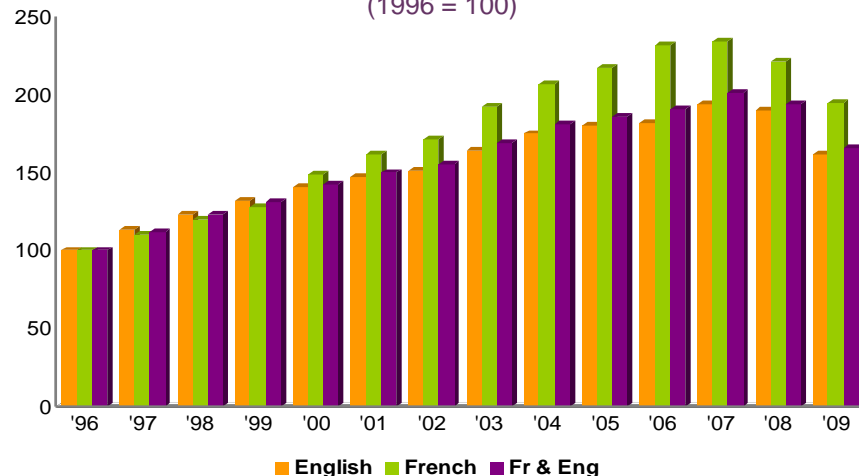
AD REVENUE PERFORMANCE

As go ad pages, so go advertising revenues.

The global economic recession resulted in advertiser cutbacks across most all media, particularly by U.S.-based advertisers suffering from an even harsher economic environment at home.

For more info, [click here](#).

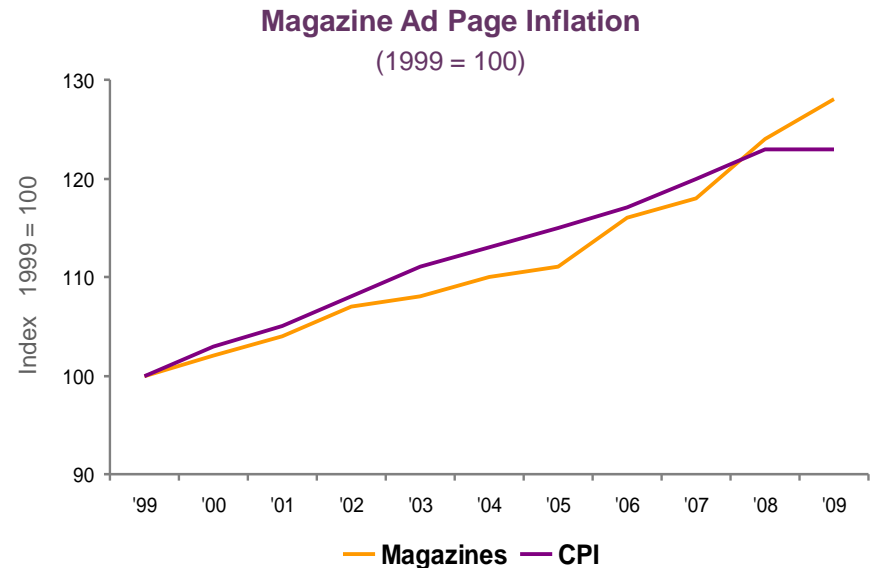
Ad Revenue Growth Index
(1996 = 100)



Source: Statistics Canada; Leading National Advertisers (LNA)

MAGAZINE AD INFLATION PACES CPI

Over the last decade, magazine ad page inflation has typically trended at or below the Consumer Price Index (CPI), although transportation costs and postage rates have been counter trending to the recent recessionary decline in overall CPI.



Source: Statistics Canada; Leading National Advertisers (LNA)

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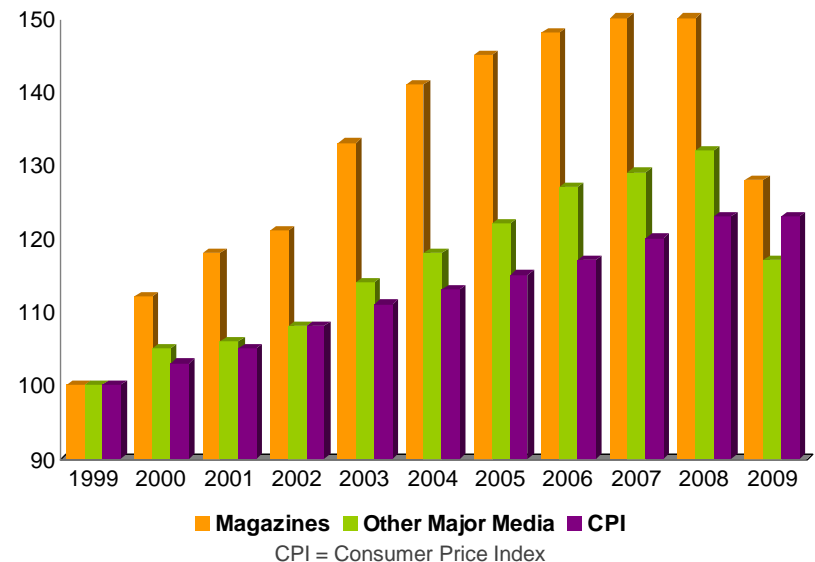
MAGAZINE REVENUE Vs. MAJOR MEDIA

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All media were affected by the economic recession. However, the relationship between a magazine and its reader endures.

The short term decline in magazine revenues has little to do with reader attitudes towards magazines and everything to do with recession-driven advertiser cutbacks.

Average Annual Compound Performance Index
(1999 = 100)



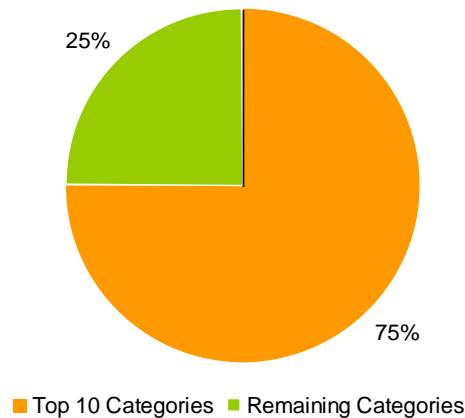
Source: TVB; Statistics Canada. Other Major Media = Television, Newspapers, Radio and Out-of-Home

TOP 10 MAGAZINE AD CATEGORIES

The top 10 magazine advertising categories account for three quarters of total magazine spending, as measured by LNA.

Toiletries and Toilet Goods was the largest category in 2007, 2008 and 2009, followed by Food, Business & Consumer Services and Retail Stores. For more info, [click here](#).

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Source: Leading National Advertisers (LNA), 2009

RANK	AD CATEGORY	ENGLISH RANK	FRENCH RANK
1	Toiletries & Toilet Goods	1	1
2	Food & Food Products	2	2
3	Business & Consumer Services	3	4
4	Retail Stores	4	5
5	Drugs and Remedies	5	3
6	Travel, Hotels and Resorts	6	9
7	Entertainment and Amusement	7	18
8	Apparel, Footwear & Accessories	8	7
9	Household Equipment & Supplies	9	8
10	Mail Order	10	11

LEADING MARKETERS DEPEND ON MAGAZINES

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RANK	ADVERTISER	2009 AD SPEND (\$)
1	Procter & Gamble	79,708,688
2	L'Oreal Canada	26,834,539
3	Kraft Canada Inc.	12,679,241
4	Johnson & Johnson Inc.	10,978,093
5	Kellogg Canada Inc.	9,625,055
6	Unilever Canada Limited	9,601,456
7	Nestle Canada Inc.	9,589,127
8	Dairy Farmers Of Canada	7,928,514
9	Pepsi- Qtg Canada	6,520,359
10	Laboratoires Garnier (Div.Of L'Oreal)	6,459,957
11	Alberto-Culver Canada Inc	6,451,451
12	Kimberly-Clark Of Canada Ltd	6,365,051
13	Rogers Communications Inc.	5,343,291
14	Kao Brands Canada Inc.	4,969,856
15	Reader's Digest Assn Canada Ltd	4,798,430
16	Government Of Canada	4,594,472
17	Beef Information Centre	4,444,374
18	Hudson's Bay Company	4,328,367
19	Royal Bank Of Canada	4,306,528
20	Breck's Limited	4,288,053
21	Air Canada	4,270,563
22	Kruger Products	4,077,004
23	Smucker Foods Of Canada Co.	3,734,280
24	Maybelline (Div.Of L'Oreal)	3,575,540
25	Reitmans Canada Ltd.	3,464,577

RANK	ADVERTISER	2009 AD SPEND (\$)
26	Volkswagen Canada Ltd	3,079,103
27	Revlon Canada Inc.	3,070,595
28	Colgate-Palmolive Canada	2,994,065
29	Loblaw Companies Limited	2,924,783
30	Shoppers Drug Mart	2,860,144
31	Mcdonald's Restaurants Of Canada Limited	2,856,454
32	Reckitt Benckiser Canada Inc.	2,839,373
33	Campbell Soup Co Ltd	2,817,713
34	Best Buy Canada Ltd.	2,782,576
35	Office Du Tourisme De Quebec	2,751,829
36	Wyeth Consumer Healthcare Inc.	2,700,413
37	Lvmh Group	2,658,679
38	World Vision Canada	2,645,192
39	Jamieson Laboratories Ltd.	2,560,582
40	New Nordic Inc.	2,518,827
41	TD Canada Trust	2,496,680
42	Mars Canada Inc.	2,447,574
43	H&M Hennes And Mauritz	2,444,143
44	Mccormick Canada Inc.	2,337,465
45	Visa Canada	2,250,443
46	Elizabeth Arden (Canada)	2,230,837
47	Carswell A Thomson Company	2,222,583
48	Mattel Canada	2,218,676
49	S.C. Johnson & Son Inc.	2,140,900
50	Warner Bros. Entertainment	2,112,056

Source: Leading National Advertisers (LNA)

ADVERTISERS INCREASE USE OF MAGAZINES

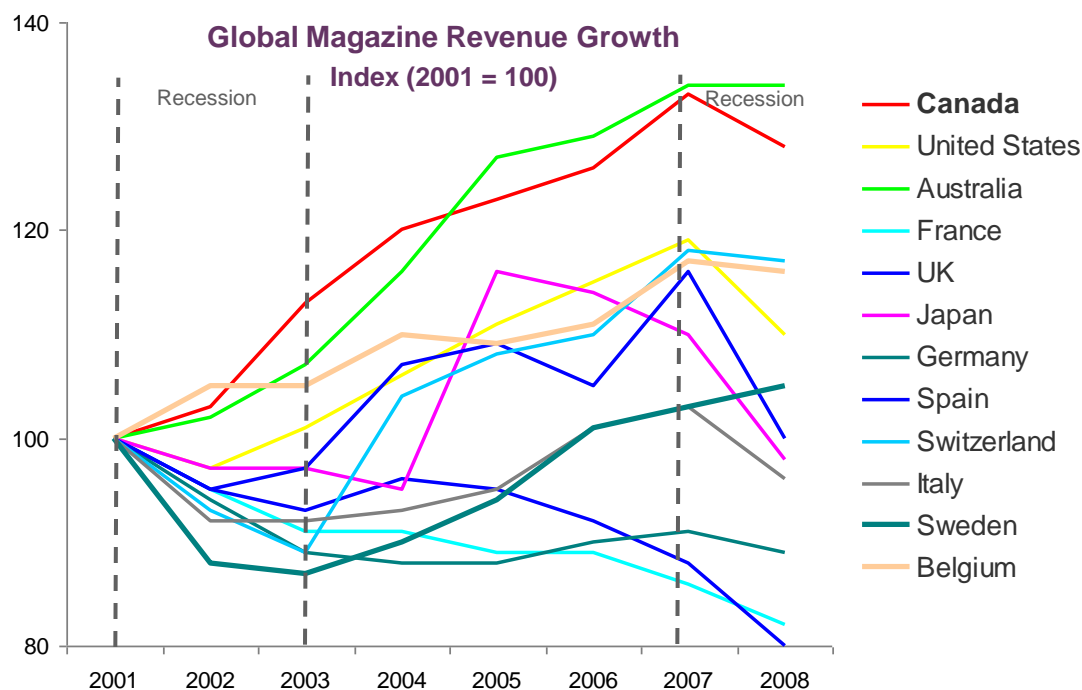
Sample of Advertisers Who Increased Magazine Ad Spending in 2009 vs. 2008 (% change)

3M Canada	+455	Kimberley-Clark of Canada	+8
Alberto Culver	+81	Lava Life	+371
Alliance Film	+23	Maple Leaf Foods	+146
Astrazeneca Pharma	+903	Mattel Canada	+287
Bacardi	+10	Mcdonald's Restaurants	+55
Bausch & Lomb Canada	+931	Mercedes-Benz Canada	+15
Bayer	+10	Microsoft Canada	+646
Best Buy	+135	Molson Coors	+12
Bic	+55	Nestle Canada	+3
BMO	+305	New Balance	+114
Breck's	+96	Nokia	+167
Cascades	+564	Pepsi-Qtg Canada	+273
Colgate-Palmolive	+131	Procter & Gamble	+7
Crate & Barrel	+308	Reckitt Benckiser Canada	+130
Dare Foods	+77	Schering Canada	+13
Electrolux Home Products	+10	Smucker Foods of Canada	+49
Elizabeth Arden	+238	Starbucks	+288
Gay Lea Foods	+76	State Farm Insurance	+62
Honda	+20	Subaru Auto Canada	+122
Hudson's Bay Co.	+6	Tetley Canada	+93
Jamieson Laboratories	+6	Visa Canada	+93
Johnson & Johnson	+13	Volkswagen Canada	+88
Kellogg Canada	+135	Walt Disney Co. Canada	+9

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CANADA IS A GLOBAL REVENUE GROWTH LEADER

Canadian magazine ad revenue performance continues to keep pace with the world market.



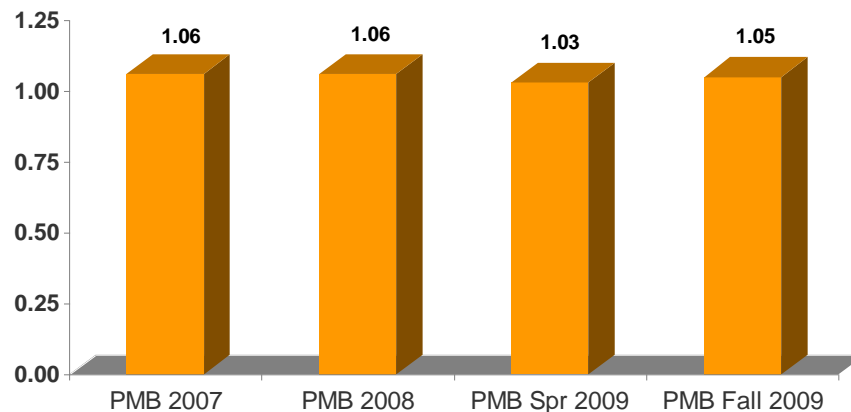
Source: ZenithOptimedia, FIPP World Magazine Trends; All currencies converted to \$US

PMB READERSHIP REMAINS CONSTANT

Average readership of PMB-measured magazines remains constant over the past four reports, despite the launch of over 125 new consumer titles in Canada during that three year period.

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Average Magazine Readership of PMB Measured Titles
Millions of Readers



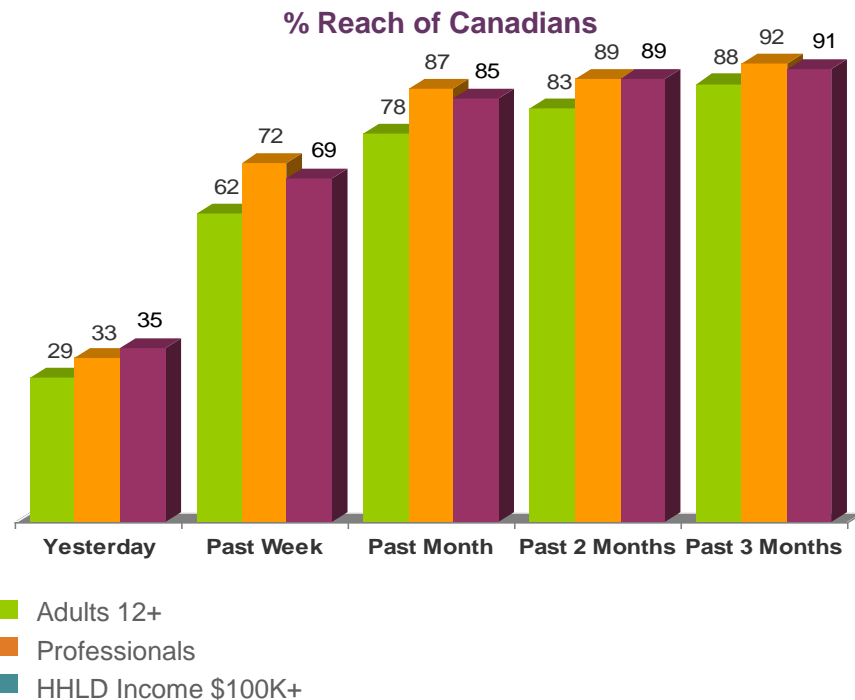
Source: Print Measurement Bureau (PMB)

23

MAGAZINES DELIVER STRONG REACH

Consumers read magazines every day. They are anticipated, welcomed, held closely, read from cover to cover and often kept. Magazines are read by influential opinion leaders who are often sought out for word-of-mouth recommendation.

Every minute spent with a magazine is prime time.



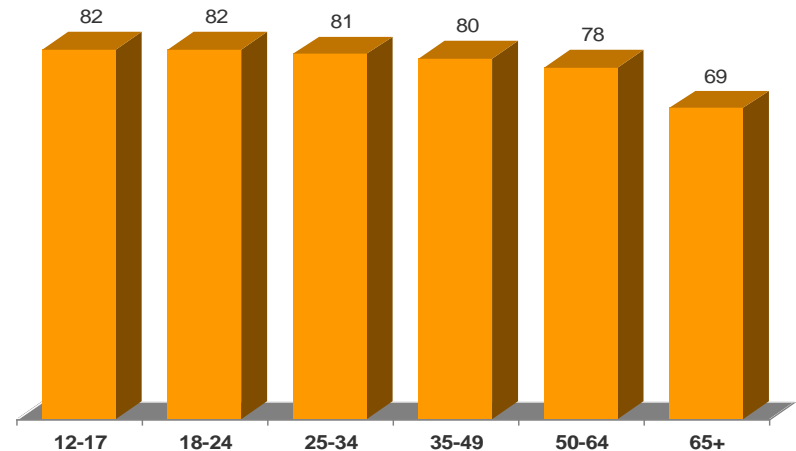
Source: Print Measurement Bureau (PMB)

MAGAZINES ARE READ BY ALL AGE GROUPS

Readership is strong across all demos, reaching Canadians in virtually every life phase.

Despite the adoption of digital platforms, readers age 12-24 read as much, if not more, than the average magazine reader.

% Read a Magazine in the Past 30 Days



Source: Print Measurement Bureau (PMB)

24

MAGAZINE READERS ARE “BEST CUSTOMERS”

25

Magazines readers are an advertiser's best customer: they're typically more affluent, holding professional managerial, executive or owner positions with the income to purchase advertised brands.

Heavy magazine readers outspend heavy TV viewers across a wide variety of product categories.

	HEAVY MAGAZINE READERS	HEAVY TV VIEWERS
Average Home Value	\$263,779	\$206,347
Value of Securities	\$74,951	62,994
Men's Clothing*	\$493	\$393
Women's Clothing*	\$755	\$536
Furniture*	\$1,205	\$1,098
Footwear*	\$180	\$135
Fine Jewellery*	\$628	\$549
Watches*	\$109	\$79
Face & Body Skincare*	\$528	\$420
Hair Salon*	\$342	\$275

* Past 12 months

Source: Print Measurement Bureau (PMB)

TIME SPENT & READER INTEREST CONSISTENT

Qualitative readership scores remain stable: time spent reading and “average degree of interest” scores are consistent across all measured magazines.

Qualitative Readership

Qualitative Readership Scores	PMB 2005	PMB 2007	PMB 2009 Fall	PMB 2010 Spring
Time Spent Reading (minutes/issue)	40.4	40.9	41.3	42.1
Avg. Degree of Interest (10 point scale)	6.7	6.7	6.8	6.8

Source: Print Measurement Bureau (PMB)

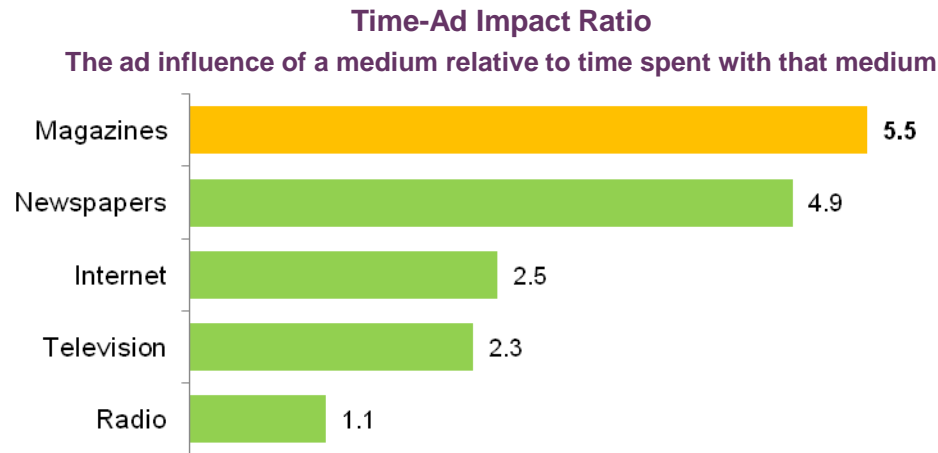
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AD INFLUENCE RELATIVE TO TIME SPENT

Magazines lead when measuring the ad impact of various media relative to time spent (divide a medium's influence by the share of time spent with that medium). The ratio for magazines is more than two times that of TV and Internet.

Every minute spent with a magazine is quality time. It's "prime time" every time.

27



Source: Deloitte "State of the Media Democracy" Study, 2008

MAGAZINES WORK YEAR ROUND

Magazines are read consistently across all four seasons, delivering fresh content, without reruns, in each and every issue. Magazines can be counted upon to deliver effective brand presence and efficient message continuity throughout the year, connecting brand purchase cycles when consumers are most ready to buy.

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PMB Readership Seasonality

	FALL	WINTER	SPRING	SUMMER
	Sept/Oct/Nov	Dec/Jan/Feb	Mar/Apr/May	Jun/Jul/Aug
Index to full-year average	101	101	101	97

Source: Print Measurement Bureau (PMB)



29

AD Positioning & Performance

Get the most out of Magazines

AD IMPACT BY UNIT SIZE

Ad unit size does matter. Use ad impact data from Starch Research to help you plan the most impactful campaign possible within the confines of your media budget.

For more info, [click here](#).

AD TYPE

RECALL INDEX

Page 4C Advertisement

100

P4C + 1/3 Page 4C

120

Inside Spread 4C

115

P4C + 1/2 P4C

112

1/2 Spread 4C 88

1/6 Page 4C

85

1/2 Page 4C

80

1/3 Page 4C

76

1/3 Page Square 4C

71

1/4 Page 4C

71

Double ¾ Column Page 4C

68

1/2 Page B/W

64

Guide Page 4C

54

1/3 Page 2C

54

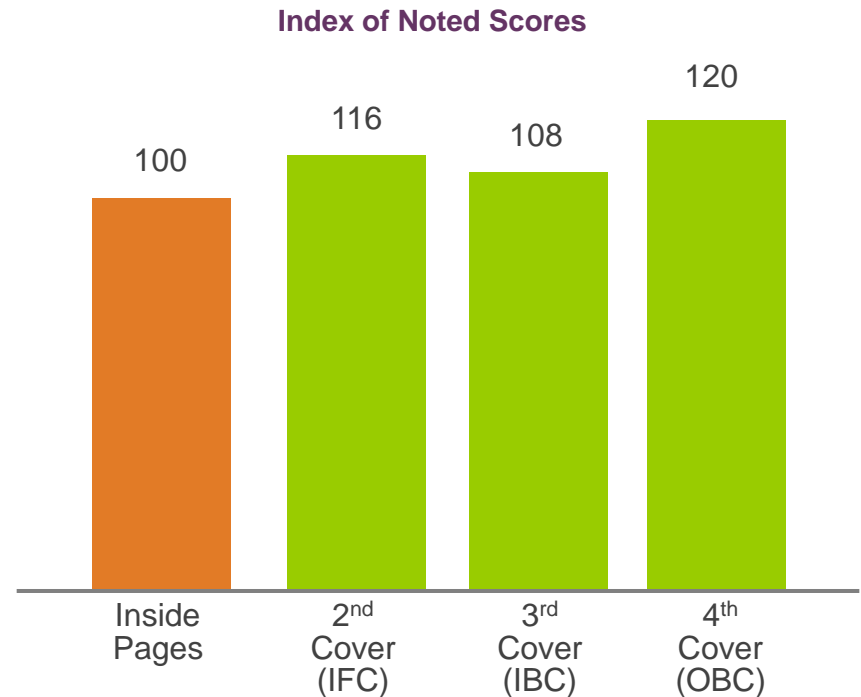
Source: Starch Research; Magazines Canada Magazine Essentials

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COVERS GENERATE EXTRA IMPACT

When extra impact is required, covers can help make the difference. Consider an outside or inside cover when launching or repositioning a brand, or when planning a seasonal or promotional heavy up.

For more info, [click here](#).

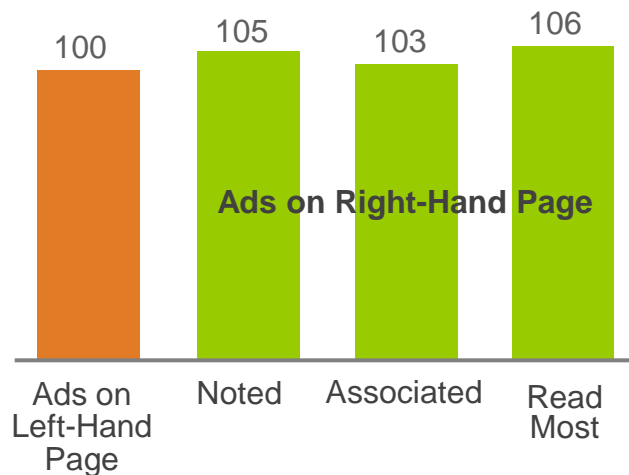


Source: Starch Research; Magazines Canada Magazine Essentials

IMPACT OF LEFT vs. RIGHT PAGE

Research proves that magazine ads generate equal impact regardless of where they are positioned in the magazine. Ads on the left-page or right-page have equal impact. For more info, [click here](#).

32



Index of Noted Scores
(Differences are not statistically significant)

Source: Starch Research; Magazines Canada Magazine Essentials

IMPACT OF FRONT vs. BACK OF MAGAZINE

Front, middle or back, two recent research studies prove that magazine ads generate equal impact regardless of where they are positioned in a magazine. A reader's interest is maintained throughout the entire magazine.

Ad Effectiveness by Location in Magazine (%)

	VISTA		STARCH	
	Total Recall	Action Taken	Noted	Action Taken
Full Issue	59%	56%	53%	58%
First 25% of Magazine	60%	55%	55%	58%
2 nd 25% of Magazine	60%	56%	53%	58%
3 rd 25% of Magazine	60%	56%	52%	58%
4 th 25% of Magazine	59%	55%	51%	57%

Sources: Affinity VISTA (1P4), July 2008 – March 2010; Starch (1P4), December 2009 – March 2010

33

ADVERTORIALS PROVIDE USEFUL INFORMATION

Consumers view magazine advertorials as a good way for advertisers to communicate information about products.

They are a source of new ideas and generally provide more information than a regular ad. They are particularly useful at communicating ways to use an advertiser's product.

However, consumers want clear reassurance that they are ads, *not editorial*. For more info, [click here](#).

% Strongly Agree (7-10 out of 10)

ADVERTORIALS...	TOTAL
A good way for advertisers to communicate info about products	76
They generally provide more information than a regular ad	68
It should be made clear that these are ads or promotional messages and not part of the magazine's editorial content	66
Are a source of new ideas and ways to use products	62

Source: Starch Research, 2009

AD CLUTTER IS NOT AN ISSUE IN MAGAZINES

Magazine ads are evenly distributed throughout each issue, not arranged in pods. This means that magazine ads are more likely to stand out. Plus, consumers can select the order in which they choose to view the ads and the time they spend with each ad.

Therefore, an advertiser's impact is not affected by whether there are other ads nearby, including direct competitor's ads or how many ads there are in the magazine.

AVERAGE AD SCORE

INDEX

Ad on same/preceding/next page 100

No ad on same/preceding/next page 101

No competitor in same issue 100

1 competitor in same issue 102

2 competitors in same issue 102

3-4 competitors in same issue 103

5-8 competitors in same issue 101

Less than 20% ad ratio 100

20% to 30% ad ratio 104

30% to 40% ad ratio 109

Source: Medialogue, Stop/watch, 2005

MAGAZINES SHOW IMMUNITY TO WEAROUT

Magazine ads maintain their effectiveness in creating recall and driving purchase intent, even after repeated exposure. Evidence from two recent ad campaigns suggests that magazine ad wear-out is more fiction than fact.

Where possible, multiple creative executions within a campaign remains a good idea to enhance communication momentum. As ever, the creative concept is king. Great creative generates a life and longevity of its own, including a strong ROI for advertisers.

Johnson's Baby Oil

22 measured ad insertions over 3 quarters

	Q1	Q2	Q3
Average recall	43%	43%	51%
Plan to purchase	20%	21%	20%

Ambien CR

35 measured ad insertions over 4 quarters

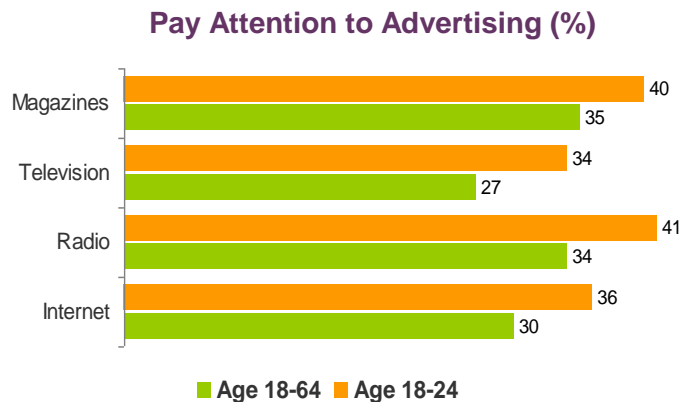
	Q1	Q2	Q3	Q4
Average recall	58%	61%	61%	59%
Plan to purchase	12%	13%	14%	15%

Source: Affinity's VISTA Views, 2009. Base: Actions taken based on readers recalling specific ads

CONSUMERS PAY ATTENTION TO ADS

In today's environment when consumers are getting harder to reach in a meaningful way, it's important to ensure that consumers are paying attention to your ad messages. Consumers rate magazines highly based on how likely they are to pay attention to advertising messages in various media.

37



Source: Jack Myers Emotional Connections Survey, 2007. Adults who use medium and say they are likely to pay attention to advertising.



38

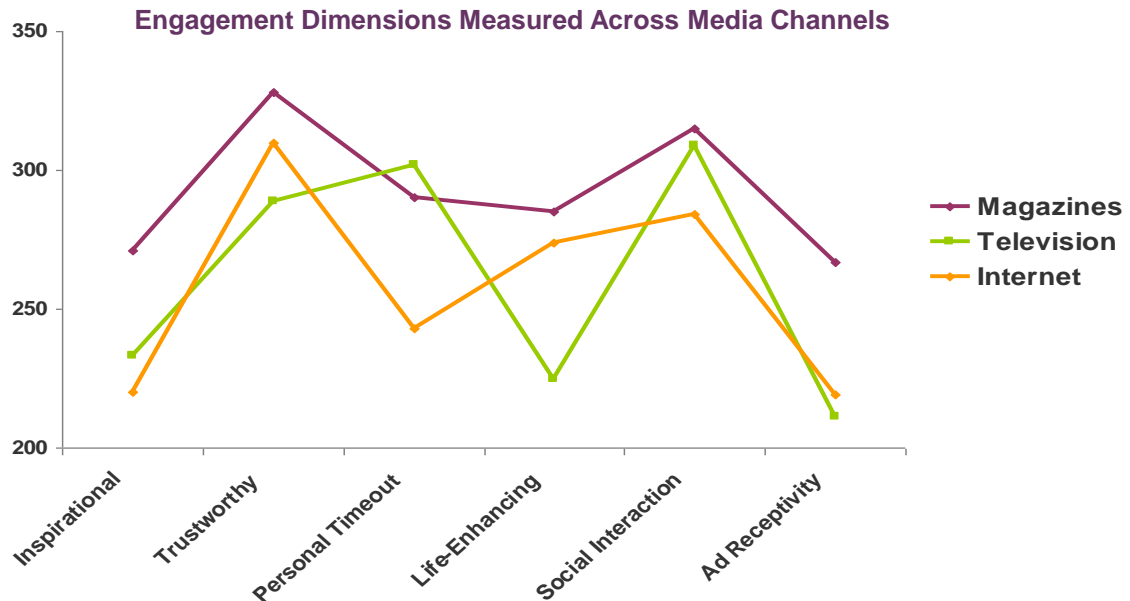
Magazines Work

The cornerstone of almost any
communications plan

MAGAZINES WIN ON ENGAGEMENT

As it becomes harder and harder to gain the attention of today's consumer, engagement is increasingly important. The more engaging the medium and the message, the better chance advertisers have of achieving a meaningful, relevant relationship with the target audience. It's good to know that magazines win on all engagement dimensions, including Ad Receptivity. For more info, [click here](#).

39



Source: Experian Simmons Multi-Media Engagement Study, 2009 Full-Year Study
Experian Simmons uses a 100-500 rating scale with 500 being the highest score

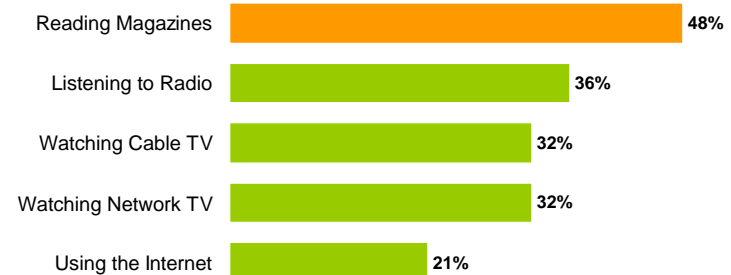
40

CONSUMERS VALUE MAGAZINE ADS

Magazine readers welcome advertising as part of their magazine reading experience. They read magazine advertising in much the same way as they read a magazine's editorial.

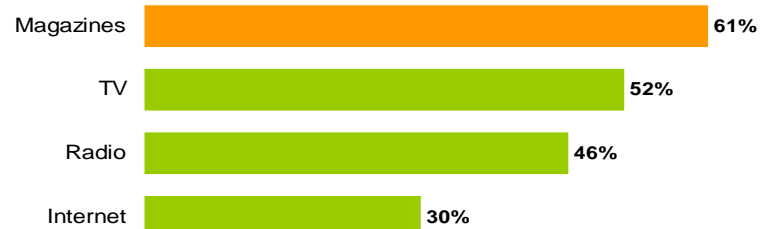
Magazine advertising is seen to be a service, an essential part of the magazine package.

Advertising adds to the enjoyment of the following:



Source: Roper Public Affairs, 2005

Very/somewhat positive attitude toward advertising:

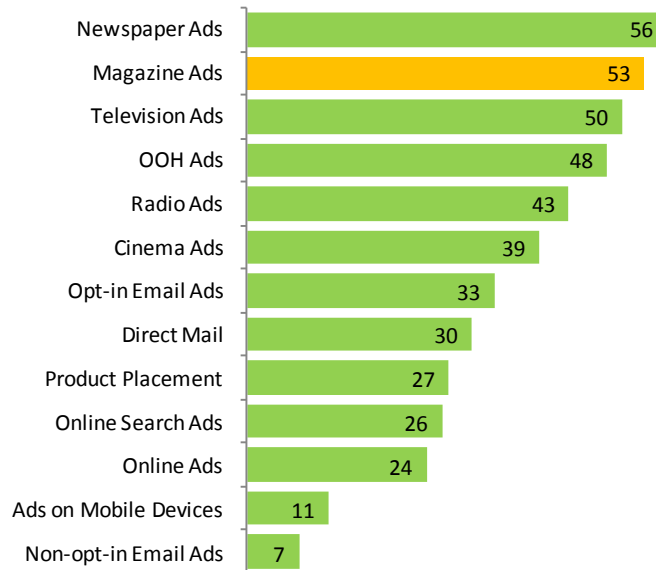


Source: Dynamic Logic AdReaction 4, 2005

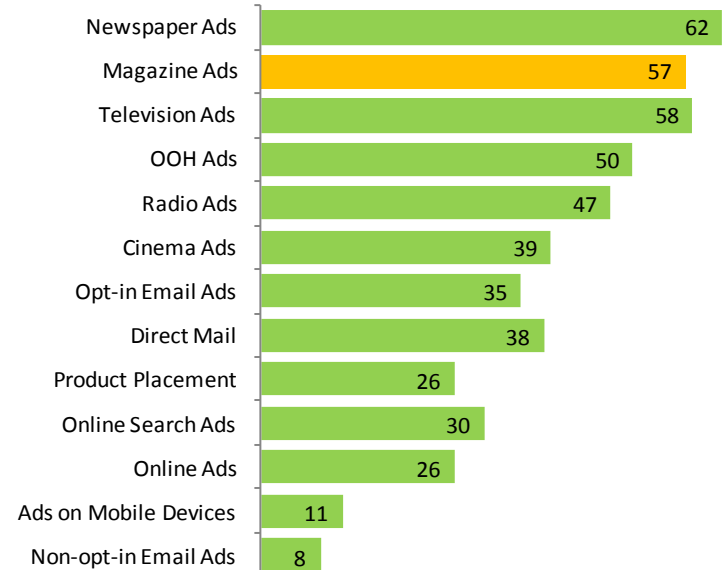
MAGAZINES ADS PROVIDE A POSITIVE EXPERIENCE

Magazine ads provide a positive and relevant advertising experience.

Opinions of General Ad Formats
Very/Somewhat Positive



Relevance of Ads in Various Media
Very/Somewhat Positive



Source: Dynamic Logic AdReaction Study, 2007

41

ADS ARE INTEGRAL TO MAGAZINE CONTENT

When Starcom Research asked consumers to pull those 10 pages that best exhibit the essence of the magazine they were reading, three of the ten were advertisements.

42

3 of 10 Pages
were advertisements!

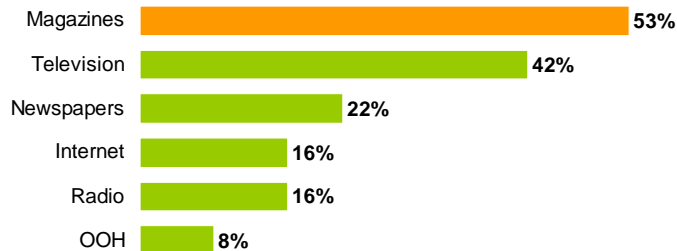
Source: Starcom, In-home Consumer Interviews, 2004

READERS ENJOY MAGAZINE ADS

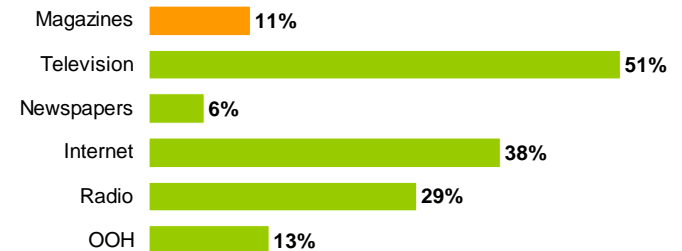
Magazine advertising is enjoyed and seen as an integral part of magazine content. As a result, magazines ads are low on the annoyance scale. Readers use magazine ads to catch up with what's new in fashion, food, home décor, toiletries, retail, automotive, business services and much more. For more info, [click here](#).

43

I generally enjoy the advertising in/on (medium):



I find advertising in/on (medium) most annoying:



Source: Starch Research, 2009

MAGAZINES OFFER A POSITIVE ENVIRONMENT

Magazines are a positive and enjoyable environment for ad messaging, ranking #1 out of 16 media.

Top 5 ranking (of 16 media) on key ad performance areas:

Ads (in this medium) made a positive impression:	1	Magazines
	2	In-store
	3	Television
	4	Newspapers
	5	Radio
Enjoying content (in this medium) at the time I saw the ad:	1	Video games
	2	Magazines
	3	Radio
	4	Television
	5	Newspapers

Source: The Futures Company Yankelovich Monitor/Sequest Partners, 2008

44

MAGAZINE AD PAGES GET SAVED

Saving a magazine ad page proves a high level of engagement, advertising receptivity and a propensity to do something, i.e.: go online; visit a store or dealer; buy the product.

45

73% of readers

regularly/sometimes save a magazine ad
page for future reference

Source: Media Effectiveness Study, Thompson Lightstone

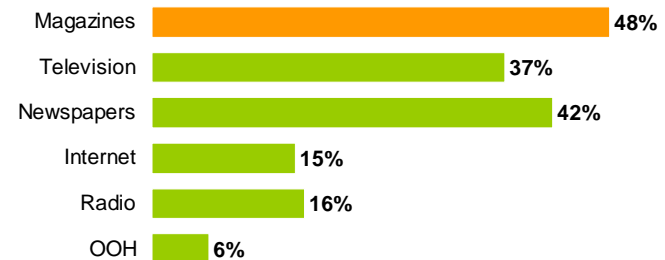
CONSUMERS TRUST MAGAZINES

46

In a world where trust is becoming an endangered concept, it's good to know that readers trust magazine advertising, more so than television, online, newspapers radio and out-of-home.

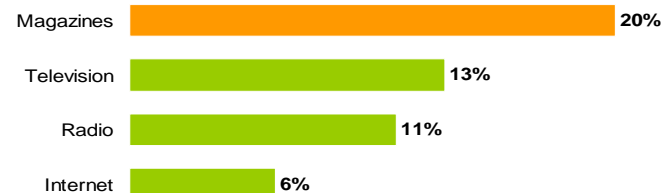
A similar pattern holds true for millennials (consumers born between 1977 and 1996) as well.

I trust and believe the advertising in/on (medium)



Source: Starch Research, 2009

Percent of millennials* who trust advertising in:



Source: MORI Research, 2006

* Consumers born between 1977 and 1996

CONSUMERS PAY ATTENTION (1)

When consumers read a magazine, they are least likely to multi-task other media. The personal and engaging nature of magazines, combined with the highly active and focused process of reading, keeps the reader's eyes glued to the page. Only 9% simultaneously go online and just 12% watch TV at the same time.

Regularly engage in another medium at the same time (*lower percentage = better performance*)

	READ MAGAZINES	WATCH TV	LISTEN TO RADIO	READ NEWSPAPERS	GO ONLINE
Read Magazines	N/A	22%	13%	N/A	9%
Read Newspapers	N/A	26%	14%	N/A	11%
Go Online	9%	43%	24%	13%	N/A
Listen to Radio	10%	10%	N/A	13%	21%
Watch TV	12%	N/A	5%	13%	32%

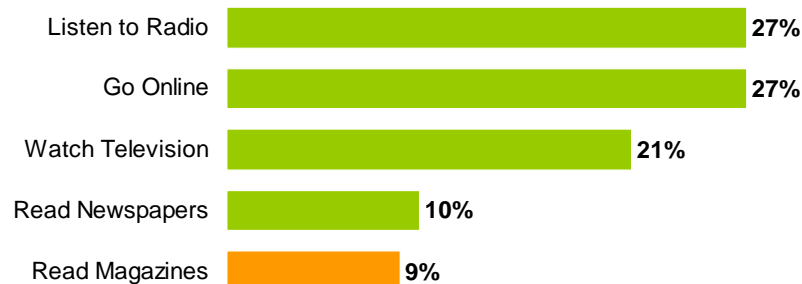
Source: BIGresearch Simultaneous Media Usage Study, 2009

CONSUMERS PAY ATTENTION (2)

Not only do magazines readers engage less in other media activities while reading, they also engage less in *non-media* activities at the same time, one-third less than radio and online users and just half of television viewers. When consumers choose to read a magazine, they lock-on at the exclusion of all else.

48

Regularly engage in *non-media* activities while using media
(lower percentage = better performance)

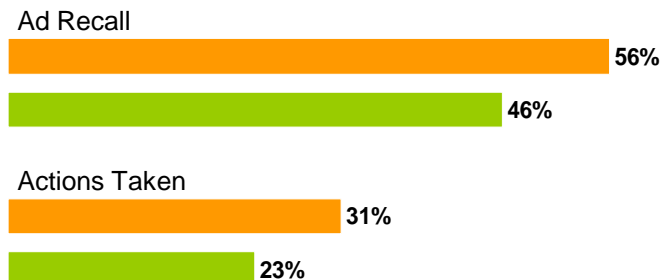


Source: BIGresearch Simultaneous Media Usage Study, 2009

ENGAGEMENT DRIVES AD EFFECTIVENESS

Greater reader engagement is directly linked to increased advertising recall. Engaged readers recalled ads 22% more often and were 35% more likely to take action in response to magazine advertising.

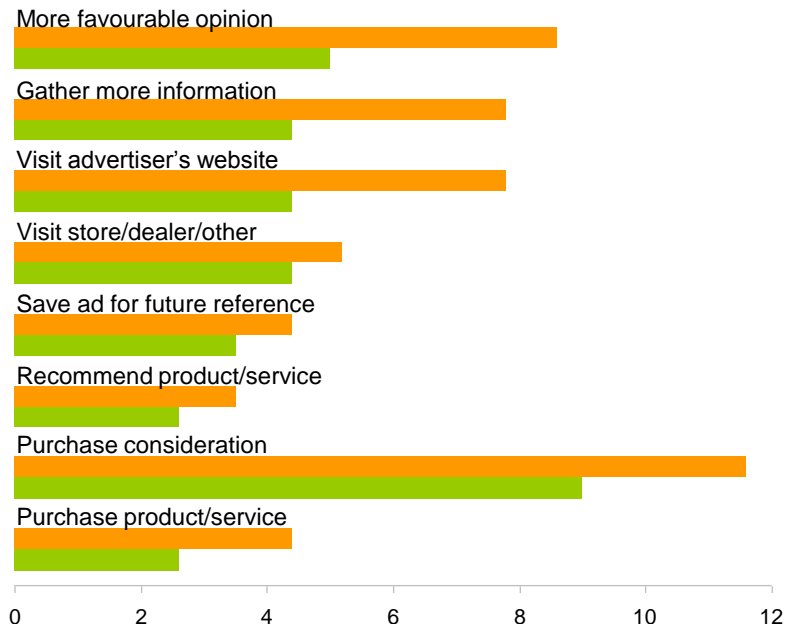
Overall ad recall and actions taken in response to magazine advertising



Top/bottom 2 box scores among total respondents

- Agree with engagement statements
- Disagree with engagement statements

Individual actions taken in response to magazine advertising



Source: Affinity, 2006

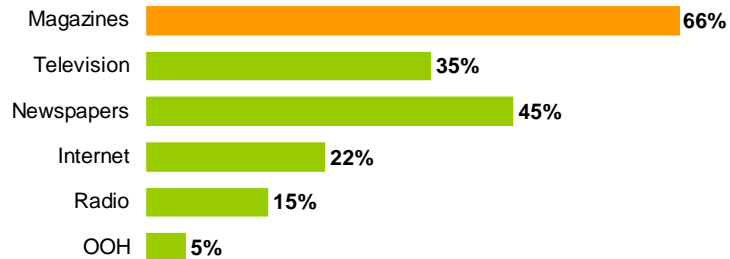
49

MAGAZINE ADS OFFER HELPFUL IDEAS & DETAIL

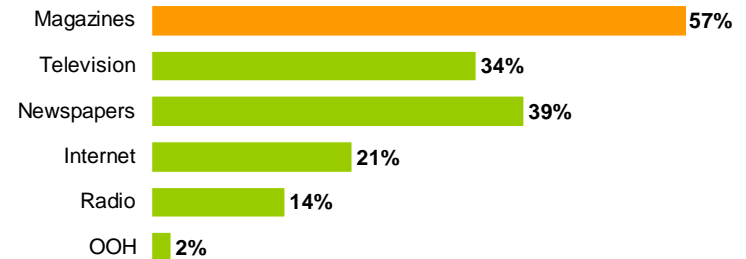
Magazine advertising generally provides consumers with helpful ideas and detailed information about what's new and what to buy. It's no wonder that magazine ads excel at creating brand favourability and purchase intent.

[Click here](#) for more info.

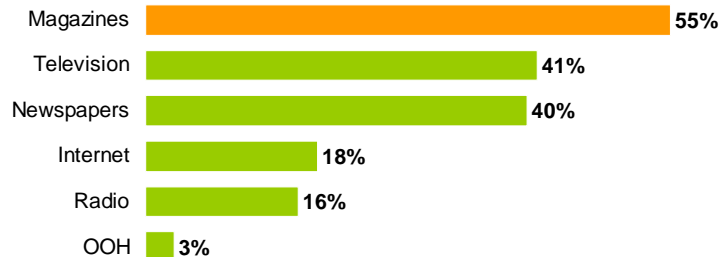
Ads in/on (medium) provide ideas



Ads in/on (medium) contain important details



Ads in/on (medium) are generally helpful



Source: Starch Research, 2009

50

MAGAZINES RANK HIGHEST ON KEY USER PERCEPTIONS

Magazine ads rank highest on their ability to provide usable ideas, generate trust and believability plus they inform by providing important details. Magazine ads are most likely to be noted for future reference.

At the same time, magazine ads are most enjoyed and are least likely to be annoying or ignored.

	MAGAZINE INDEX vs. TELEVISION	MAGAZINE INDEX vs. INTERNET
Ads provide ideas	147	300
Ads are generally informative	135	322
Ads contain important details	168	271
Ads are generally helpful	134	306
The advertising is most relevant to my interests	138	229
The medium that provides knowledgeable/usable ideas	108	129
I generally enjoy the ads	126	331
I trust and believe the ads	124	313
I have saved or made note of an ad for future reference	124	209
I ignore the ad messages	59	41
I find the ads most annoying	22	29

Source: Starch Research, 2009

MAGAZINE READERS TAKE ACTION

56% of magazine readers take action after exposure to specific magazine ads.

Whether it's visiting a website, a store or a dealer or having gained a more favourable opinion about the advertiser, magazine readers respond to magazine ads and with an action orientation.

68% of readers take action after reading specific magazine articles or features.

ACTIONS READERS TOOK OR PLAN TO TAKE AS A RESULT OF EXPOSURE TO SPECIFIC MAGAZINE ADS

Consider purchasing the advertised product/service	21%
Have a more favourable opinion about the advertiser	11%
Gather more info about the advertised product/service	11%
Visit the advertiser's website	10%
Purchase the advertised product or service	9%
Visit a store, dealer or other location	8%
Save the ad for future reference	6%
Recommend the product/service to a friend, colleague or family member	5%
Took any action (net)	56%

ACTIONS TAKEN AS A RESULT OF READING SPECIFIC FEATURES/ARTICLES

Saved article for future reference	29%
Passed article along to someone	24%
Gather more info about the topic	15%
Visit a related website	12%
Took any action (net)	68%

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ACTIONS TAKEN BY HOW COPY WAS OBTAINED

Regardless of how magazine issues come into readers' hands, they respond to their magazines in very similar ways taking nearly identical actions. Purchase intent of advertised products is consistent as is the desire to visit an advertiser's website or gather more information.

53

ACTIONS READERS TOOK OR PLAN TO TAKE AS A RESULT OF EXPOSURE TO SPECIFIC MAGAZINE ADS	PAID	PASS-ALONG	NON-PAID	TOTAL READERS
Consider purchasing the advertised product/service	21%	20%	20%	21%
Have a more favourable opinion about the advertiser	11%	10%	10%	11%
Gather more info about the advertised product/service	12%	11%	11%	11%
Visit the advertiser's website	11%	10%	9%	10%
Purchase the advertised product or service	9%	8%	8%	9%
Visit a store, dealer or other location	7%	8%	7%	8%
Save the ad for future reference	7%	6%	5%	6%
Recommend the product/service to a friend, colleague or family member	5%	5%	5%	5%
Took any action (net)	56%	57%	54%	56%

Source: Affinity Research VISTA Print Effectiveness Rating Service, 2009. Actions taken based on respondents recalling specific ads

MAGAZINE AD EFFECTIVENESS UP 10%

Increasingly, consumers take action after reading magazine advertising, up 10% over the last five years. Perhaps it's the high level of trust, or the helpful, detailed nature of magazine ads driving this trend at a time when positive consumer actions are more important than ever.

54

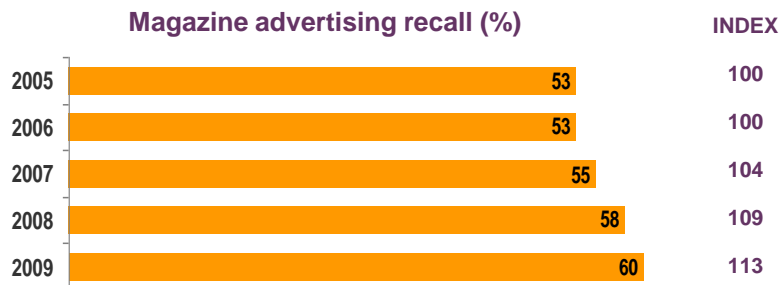


Source: Affinity Research VISTA Print Tracking Service, 2009. Actions taken based on respondents recalling specific ads

MAGAZINE AD RECALL UP 13%

As consumers become harder to impact in a meaningful way, magazine ad effectiveness, as measured by advertising recall, is up 13% over the past five years. That's a significant increase in media recall, sure to impact advertiser ROI.

55

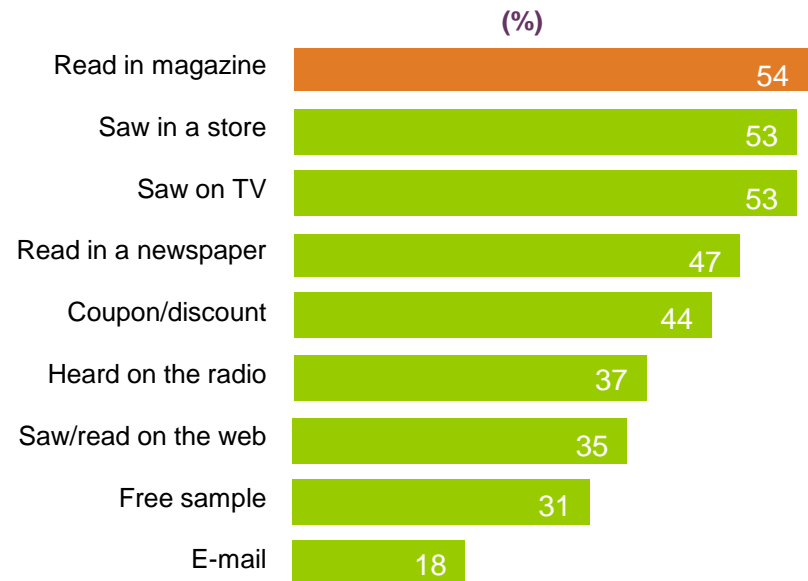


Source: Affinity Research VISTA Print Tracking Service, 2009, Actions taken based on respondents recalling specific ads

MAGAZINES INFLUENCE WORD-OF-MOUTH

Word-of-mouth recommendation is the holy grail for many advertisers.

More than half of consumers agree that magazines are a leading contributor to word-of-mouth product recommendation.



Source: Roper Reports: What Prompts, Consumer Word of Mouth, 2005

56



57

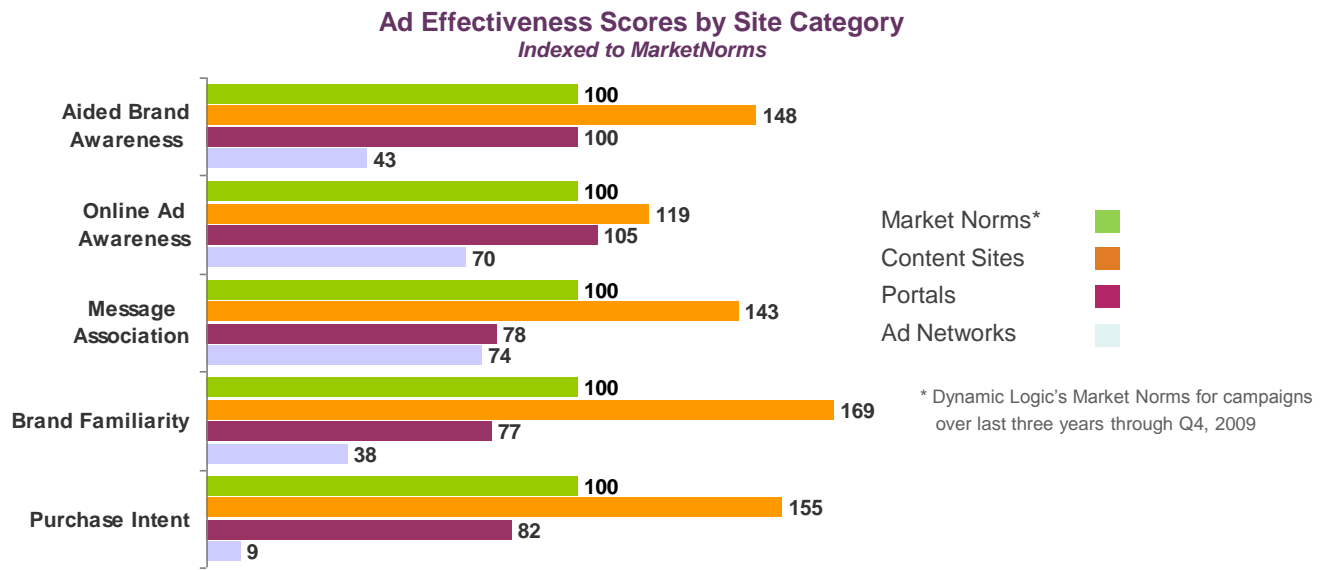
Digital & Throw to Web

How Magazines play in the digital space

CONTENT WEB SITES DRIVE GREATEST IMPACT

Research suggests that branded content web sites, e.g. magazine web sites, provide significantly stronger online ad campaign impact, compared to portals or ad networks, increasing key purchase funnel metrics—message association, brand familiarity and purchase intent.

58

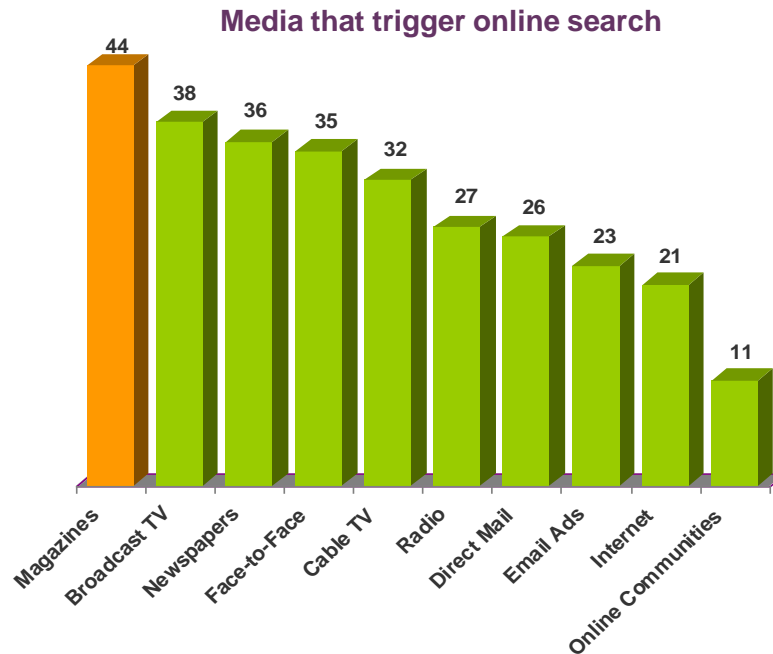


Source: OPA "Improving Ad Performance Online: The Impact of Advertising on Content Sites" Wave IV, April, 2010

MAGAZINES DRIVE SEARCH

Magazines have the most influence on consumers going to the web to get more info on products and services and to start a search for merchandise.

59



Which media provides you with ideas that influence how to get information about products and services on the Internet?



Source: BIGresearch Simultaneous Media Usage Study (SIMM 14), June 2009

ONLINE SEARCH INFLUENCERS BY DEMO

Across gender and age demos, magazines successfully drive consumers to search online, ahead of online media and word-of-mouth. Magazines are the only medium to score within the top three media across each age group and gender.

“What medium influences you to start a search online?” (% by medium)

MEDIUM	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55+
Magazines	42	40	43	40	42	42	42	42
TV/Broadcast	39	43	36	36	37	40	42	40
Face-to-Face	36	36	36	41	42	38	35	30
Newspapers	36	36	35	24	27	32	37	46
Cable TV	33	38	28	47	42	35	29	22
Radio	27	30	25	32	31	31	28	21
Direct Mail	26	25	26	20	26	27	27	27
E-mail Advertising	23	24	23	25	28	25	23	20
Internet Advertising	23	27	19	32	28	25	22	17
Online Community	15	15	14	29	23	16	10	6
OOH Billboards	10	13	8	15	14	12	10	6
Blogs	8	10	7	19	14	8	5	3

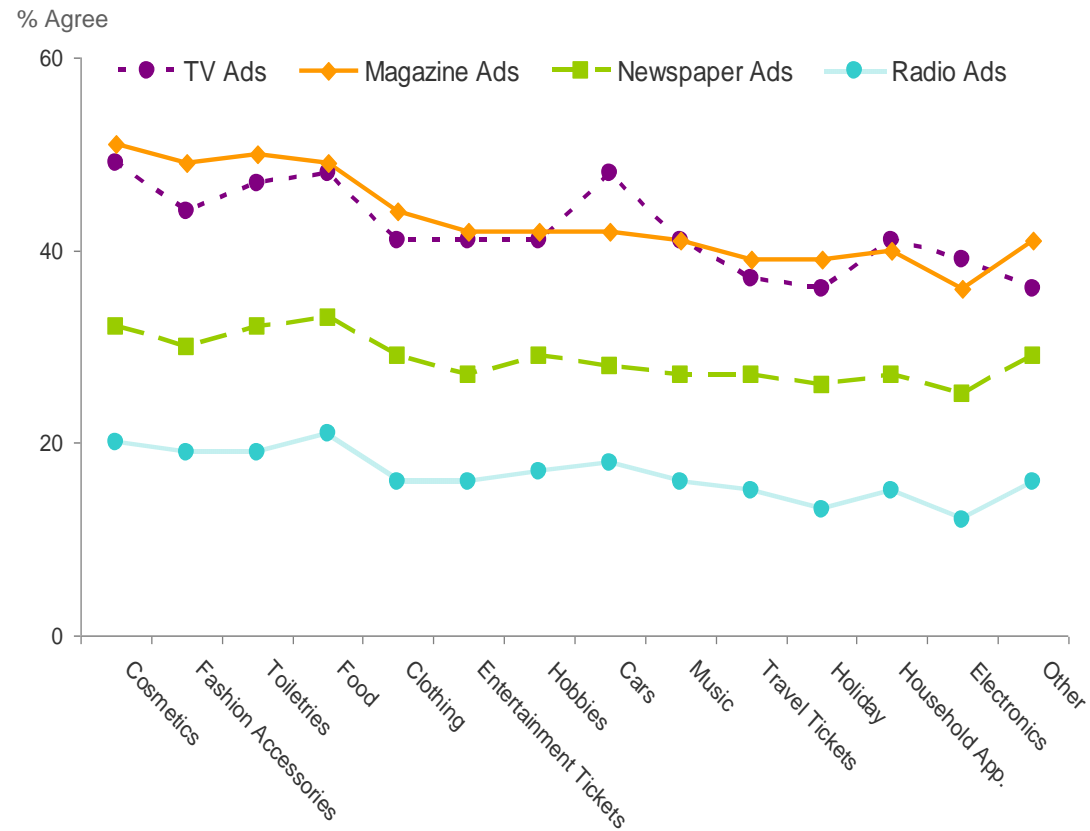
Source: BIGresearch Simultaneous Media Usage Study (SIMM 15), December 2009

Note: The sum of the percentage totals may be greater than 100% because the respondents can select more than one answer.

60

MAGAZINES ADS DRIVE CATEGORY PURCHASE

"Did any of the following (*media*) help you with ideas or information on any of the online purchases you made? "



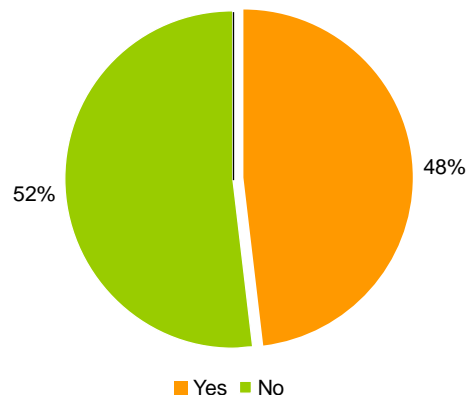
Source: Base: Magazines in the Driving Seat, PPA, 2007. 16-64 online adults who have gone online in last 12 months to look for info on products considering buying + have made an online purchase.

61

MAGAZINES DRIVE TO GENERAL & MAG WEB SITES

Magazine readers perform a wide array of activities while visiting a magazine website, from reading articles to clicking on ads or forwarding an article. Nearly half of readers go online to find more information about advertising in their printed magazines.

62



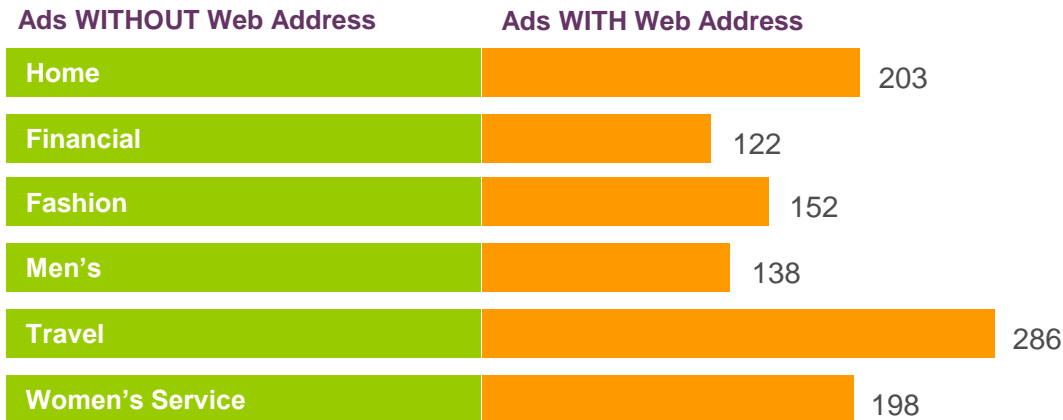
ACTIVITIES PERFORMED BY MAGAZINE READERS WHO VISIT A MAGAZINE WEBSITE

Read an article online	72%
Forward an article to someone	24%
View/click on ad	23%
Bookmark the magazine's site	21%
Download/print an article	19%
Purchase a product /service	9%
Subscribe to a magazine	7%
Post a comment/blog	7%
Download an application	4%
Some other activity	24%

Source: Affinity VISTA Service, January – March 2010..

MAGAZINE AD URLs DRIVE READERS TO WEB

Magazine ads with URLs are significantly more likely to drive readers to advertiser websites across a variety of editorial categories. This result should not be surprising as readers need not search for a pen and paper or try to memorize an advertiser's URL.



Action index: Visit Advertisers Website

Base: Actions taken based on respondents recalling specific ads

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MAGAZINE SITES PROMPT ACTION AFTER VIEWING ADS

Magazine websites are more likely than other media websites to prompt consumer action. They visited websites, searched for more info, clicked on banner ads, talked to friends or went to a store to check out a product. Consumers “act” after viewing magazine ads.

ACTIONS TAKEN AFTER VIEWING ONLINE VIDEO ADS	Went to Company Website	Searched for Info	Clicked on Banner Ad	Talked to Friends or Family	Went to Store to Check Product
Magazine Sites	45%	38%	30%	27%	29%
Online Only News/Info Sites	42%	35%	29%	22%	26%
National Newspaper Sites	40%	37%	25%	23%	22%
National Broadcast TV Sites	38%	31%	25%	22%	19%
Cable TV Sites	38%	30%	25%	22%	20%
Portals	37%	34%	25%	27%	24%
User-generated Sites	35%	24%	20%	18%	14%

Source: Online Publishers Association (OPA), 2007

DIGITAL MAGAZINE BENEFITS

Digital magazine editions offer different benefits to readers:

Availability - Digital issues keep on giving. They can be accessed immediately online and back issues are typically available online.

Interactive - Digital issues provide links for instant access/ordering. In addition, visual messages can include animation or video for heightened impact.

Search Engine Friendly - Readers looking for specific information can arrive at a digital magazine page just as easily as they may a web site.

Dynamic - As digital technology develops, magazines can offer the latest in access enhancements, e.g. Smartphone or iPad applications.

Timeliness - When time matters, digital magazines can deliver time-sensitive information to readers quickly.





66

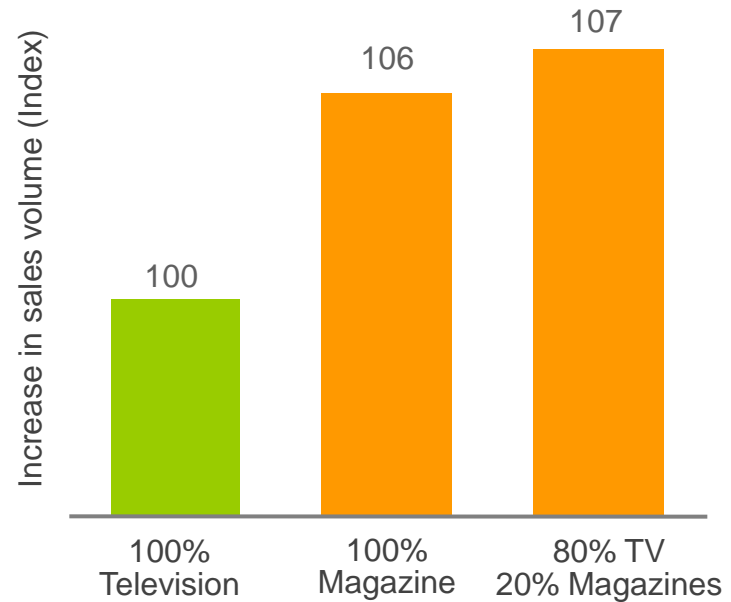
Magazines in a Media Mix

Surround your target audience
with 360° marketing

MAGAZINES DRIVE SALES FOR P&G

67

Alone or in combination with TV, Procter & Gamble proved that dollar for dollar, Canadian magazines effectively drive sales response. Following this test, P&G significantly increased its use of magazines from 5% to 29% of total ad spend. [Click here](#) for more info.

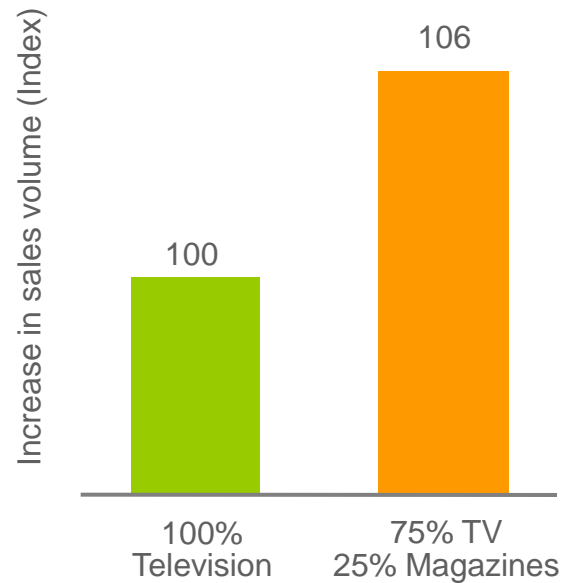


Source: Procter & Gamble Inc., 1999

68

MAGAZINES + TV DELIVER SALES

Unilever proved that the combination of magazines and television delivered incremental reach and increased exposure among lighter TV viewers while confirming previously documented benefits of the “multiplier effect.” [Click here](#) for more info.

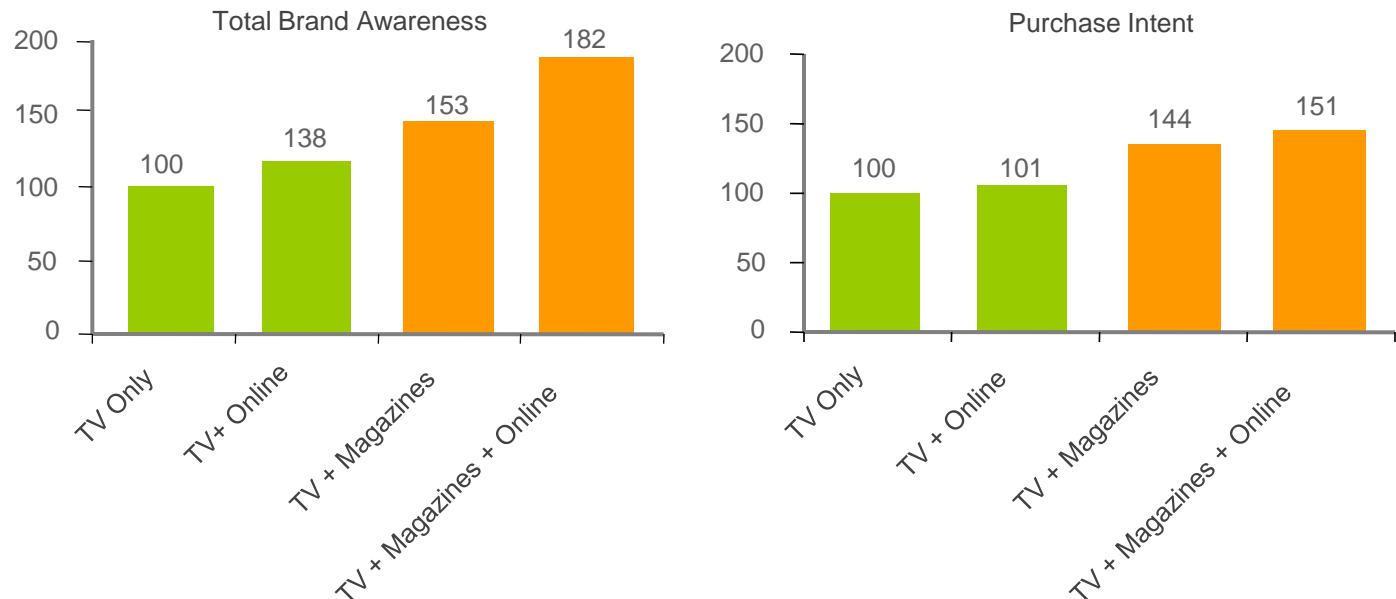


Source: HYP&N, 2002

MAGAZINES HELP OPTIMIZE ROI

Throughout the purchase funnel, from awareness to purchase intent, magazines help to optimize ROI in different media combinations. Add magazines to a mix of television and/or online to make your media campaign work harder.

Cumulative Effects of Different Media Combinations
Aggregate of 20 Studies (Pre/Post Point Change)



Source: Measuring Media Effectiveness, Marketing Evolution 2006

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MAGAZINES VITAL THRU PURCHASE FUNNEL

Across 32 cross-media studies, magazines prove vital throughout the purchase funnel, consistently increasing market impact in combination with television and/or online. Dollar for dollar, magazines add more bang for the media buck.

**Index of Cumulative Effects of Different Media Combinations (Aggregate of 32 Studies)
Pre/Post Point Change (Index Versus TV Alone)**

	AIDED BRAND AWARENESS	ADVERTISING AWARENESS	BRAND FAVOURABILITY	PURCHASE INTENT
TV Only	100	100	100	100
TV + Online	149	145	155	122
TV + Magazines	175	218	352	252
TV + Magazines + Online	224	230	407	274

Results reflect the impact of different media combinations expressed as an index with TV as the base (100)

Sources: Dynamic Logic/Millward Brown, CrossMedia Research, 2007

MAGAZINES IMPROVE ROI IN A MEDIA MIX

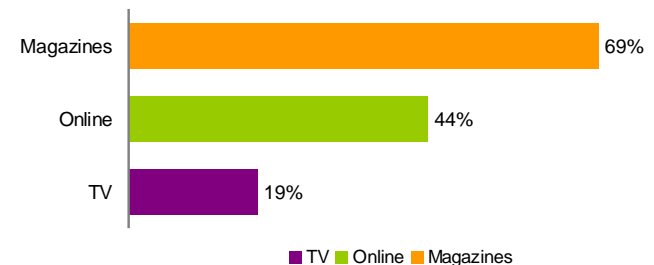
When media optimization is required, media optimization expert Marketing Evolution recommends advertisers reallocate media spending as follows:

- Magazine share of spending should increase as much as 30% in 11 of 16 studies (69%)
- Online share of spending should increase as much as 10% in 7 of 16 studies (44%)
- TV share of spending should increase as much as 10% in 3 of 16 studies (19%)

69%

An increase in magazine spending is recommended 69% of the time to increase return on investment (ROI)

Recommendation for allocation of media spending
Percentage of studies where spending should increase for medium

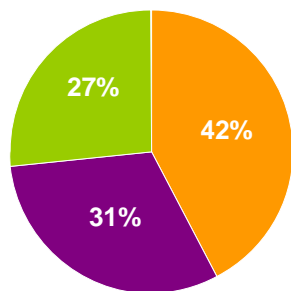


Source: Marketing Evolution, 2006

MAGAZINES DRIVE PURCHASE INTENT

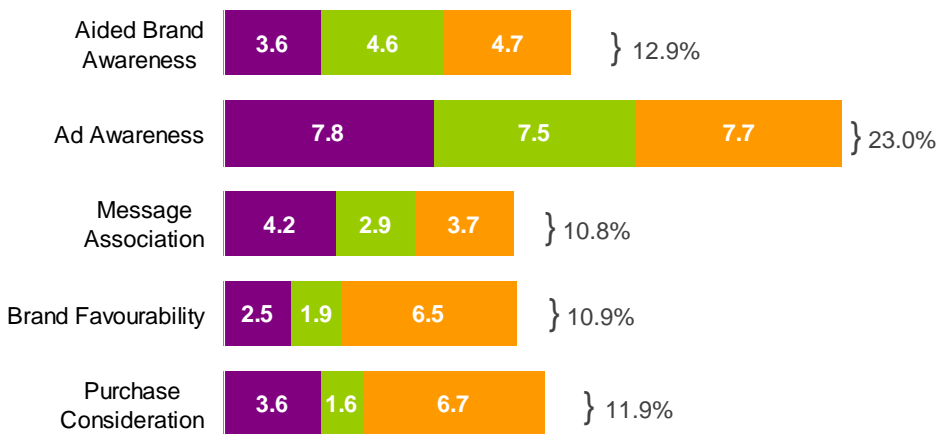
72

The addition of magazines in a media mix influences results throughout the purchase funnel. Magazines perform strongest in driving brand favourability and purchase consideration, two of the hardest metrics to influence.



■ Magazines ■ Television ■ Online

Incremental effect across purchase funnel overall



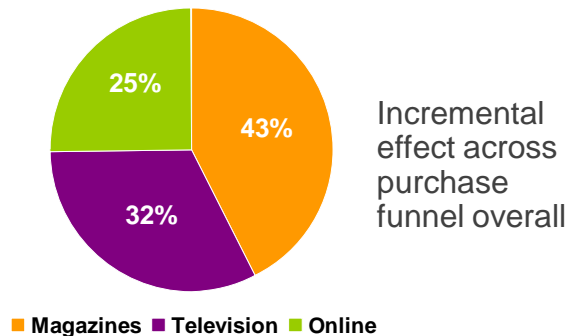
Base: 39 studies ■ TV ■ Online ■ Magazines

Source: Dynamic Logic, 2009

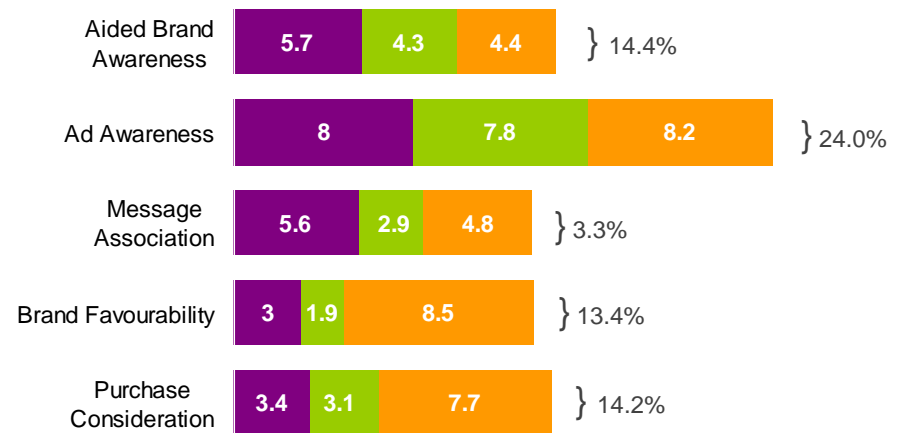
MAGAZINES DRIVE CPG PURCHASE INTENT

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Magazines play a leading role in driving consumer packaged goods success throughout the purchase funnel. Magazines contribute most strongly in generating brand favourability and purchase intent, the two hardest metrics to influence.



Source: Dynamic Logic/, 2009

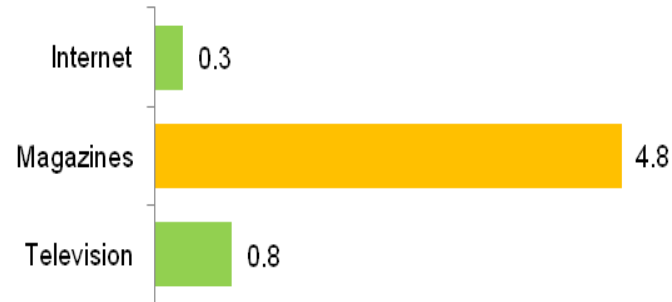


Base: 17 studies TV Online Magazines

MAGAZINES BRING MORE BANG FOR THE BUCK

Magazines deliver more bang for your media buck, increasing purchase intent significantly more than other media.

Number of People Impacted per \$1 Spent



Source: Dynamic Logic ,2009. Aggregation of 10 ROI studies

MAGAZINES DRIVE RESULT EFFICIENCIES

Magazines alone or in combination with other media prove to be highly efficient at each stage of the purchase funnel, from awareness through to purchase intent.

Which Medium or Media Contribution was Most Efficient at Each Purchase Funnel Stage

	TV	Online	Mags	TV + Online	TV + Mags	Mags + Online	TV + Mags + Online
Aided Brand Awareness			1			2	
Ad Awareness			1			2	
Message Association		2				1	
Brand Favourability			2			1	
Purchase Intent/ Consideration			1		2		

1 indicates most cost-effective medium for each metric

2 indicates second most cost-effective medium for each metric

Source: Dynamic Logic ,2009. Aggregation of 10 ROI studies

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MAGAZINES DELIVER LOW COST PER IMPACT

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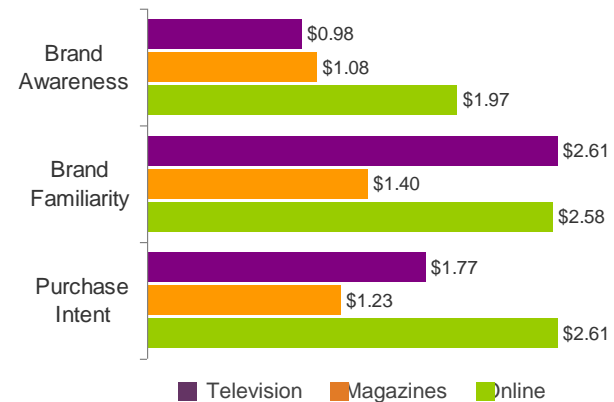
ROI analyses across 38 cross-media accountability studies indicate magazines deliver low Cost Per Impact (CPI) in generating brand awareness and, in particular, when generating brand familiarity and purchase intent where magazines rank #1 vs. television and online.

Six automotive studies, encompassing domestic and imported cars and trucks, magazines proved to deliver the lowest CPI when generating brand familiarity and purchase intent.

Source: Marketing Evolution 2008

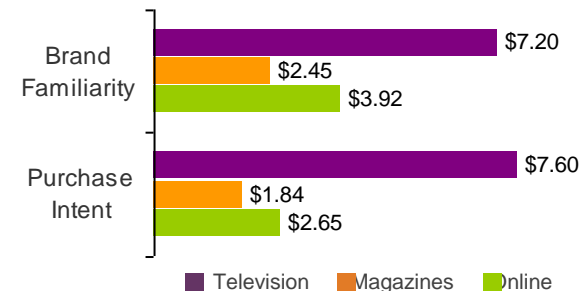
Cost per impact (CPI) across the purchase funnel

Aggregate of 36 studies



Automotive cost per impact (CPI)

Aggregate of 6 studies



MAGAZINE INFLUENCE IS GREATER THAN % SPENDING

Magazines exert significant influence on auto intenders providing opportunity to further optimize purchase intent.

AUTOMOTIVE AD SPEND vs. PURCHASE INFLUENCE	GENERAL MOTORS	FORD	TOYOTA
Magazine Spend	12%	13%	13%
Magazine Influence	17%	17%	19%
Index: Influence divided by Spend	142	131	146
Television Spend	40%	41%	40%
Television Influence	18%	18%	17%
Index: Influence divided by Spend	45	44	43
Online Spend	4%	4%	3%
Online Influence	9%	8%	9%
Index: Influence divided by Spend	225	200	300

Percent of advertising spend versus percent of resulting purchase influence

Source: BIGresearch, 2008 and analysis of AdAge Car Spending

MAGAZINES' ROLE IN THE AUTO PURCHASE PROCESS

Magazines play a major role in building demand and maintaining consideration throughout the upper and middle phases of the purchase funnel. Magazines are a primary source of information as rated within the top 32 automotive information sources.

Primary Source of Information – Top 5 of 32 Information Sources

UPPER PURCHASE FUNNEL Awareness Stage - Build Demand 6-5 months prior to purchase		MIDDLE PURCHASE FUNNEL Information Stage - Maintain Consideration 4-2 months prior to purchase		LOWER PURCHASE FUNNEL Decision Stage - Commit to Spend 4-2 weeks prior to purchase	
Television Ads	13.7%	Third Party Sites	12.7%	Local Newspaper Ads	13.8%
Auto Manufacturer Websites	10.5%	Consumer Magazine Ads	11.3%	Consumer Reports	11.1%
Consumer Magazine Ads	10.3%	Consumer Reports	10.9%	Dealer Websites	8.9%
Friend / Relative	10.2%	Television Ads	10.0%	Friends / Relatives	8.4%
Business Associates	7.6%	Auto Manufacturer Websites	7.8%	Third Party Sites	7.6%

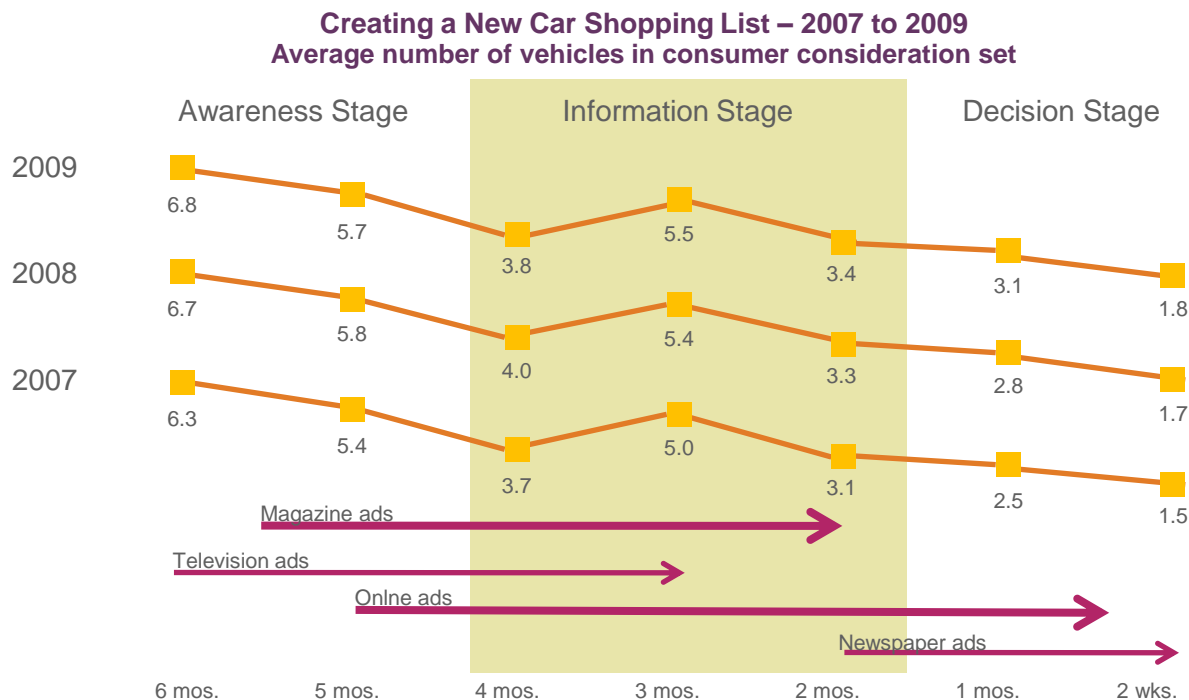
Note: Consumer Magazines, Local Newspapers and Consumer Reports include both print and digital versions.

Source: Time Inc. / CNW Marketing Purchase Process Study, 2010

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MAGAZINES INFLUENCE AUTO CONSIDERATION

Magazines play an important role throughout the awareness and information stages as consumers build, narrow and evaluate those models that top their consideration set. It is from this important short-list that final purchase is made.



Source: Time Inc. / CNW Marketing Purchase Process Study, 2010. Note: Arrows indicate stages at which each medium plays a leading role.

MAGAZINES COMMUNICATE AUTO BENEFITS

Magazines contribute significantly to communication of both “practical” and “emotional” benefits of automotive nameplates.

Practical purchase stimulators include basic price, special offers and promotions as well as equipment and features. Emotional purchase stimulators include quality, trust, “fits my personality” and appearance and style.

PURCHASE STIMULATORS FOR AUTOMOTIVE BRANDS	PRACTICAL	EMOTIONAL
Television	33%	23%
Magazines	30%	20%
Newspapers	28%	12%
Radio	17%	10%
Loose Inserts or Flyers	15%	8%
Movie Theatre Ads	11%	9%
Internet Ads	11%	7%
Sponsorship Events	6%	7%
Outdoor	6%	6%
Public Transportation	5%	6%

Percent of consumers who indicated these information sources “perform well” for practical/emotional purchase indicators

Source: PointLogic M3 Automotive Survey, 2008

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MAGAZINES OPTIMIZE AUTO PURCHASE CONSIDERATION

The launch of Jeep Compass depended heavily on magazine advertising to drive purchase consideration, having contributed more than other media when analyzed alone or in combination with other media. For more info, [click here](#).

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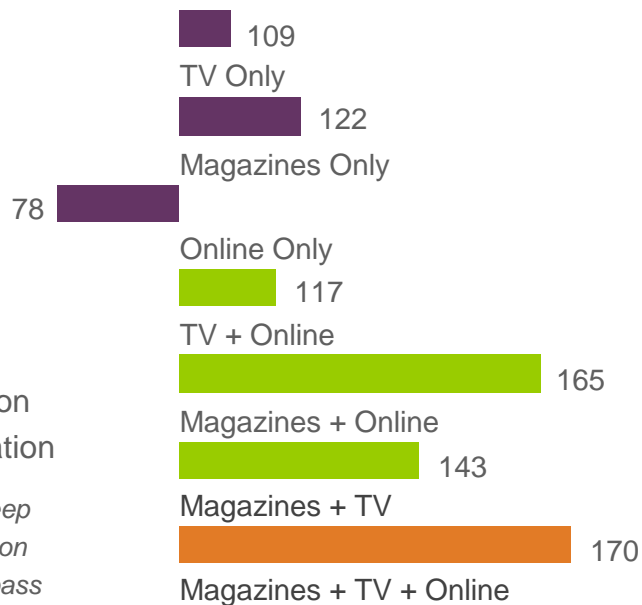
- Individual Media
- Two Media Combination
- Three Media Combination

** Results shown are for Jeep Compass only. The question referred to the Jeep Compass within a competitive set of brands.*

Source: Dynamic Logic, 2007

Purchase Consideration

Q: The next time you are looking to buy or lease a new vehicle, how likely are you to consider the following small/compact SUVs?*



MAGAZINES ARE A TOP HEALTHCARE RESOURCE

Magazines are an important source of healthcare information for consumers. Magazine articles and ads are both valued sources.

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LEADING SOURCES OF HEALTHCARE INFORMATION FOR CONSUMERS

VERY MUCH/ SOMEWHAT

Doctors	69%
Pharmacists	56%
Friends/Spouses/Relatives	54%
Nurses/Physician Assistants	53%
Ads/Brochures/Pamphlets in Dr's Office	42%
Medical Journals	38%
Magazines in Dr's Offices	35%
Magazine Articles	33%
Product Packaging/Labels	32%
Newspaper Articles	29%
Internet-Other Health websites	26%
TV Programs or Reports	26%
Magazine Ads	22%
TV Ads	22%
Internet-General websites	21%

Source: MARS OTC/CTC Study, 2008

MAGAZINES ADS PROMPT HEALTHCARE ACTION

Magazines readers are more likely to take action on healthcare ads, compared to users of other media.

Actions Taken Last 12 Months Due to Healthcare Advertising, by Medium
Index to Adults 18+

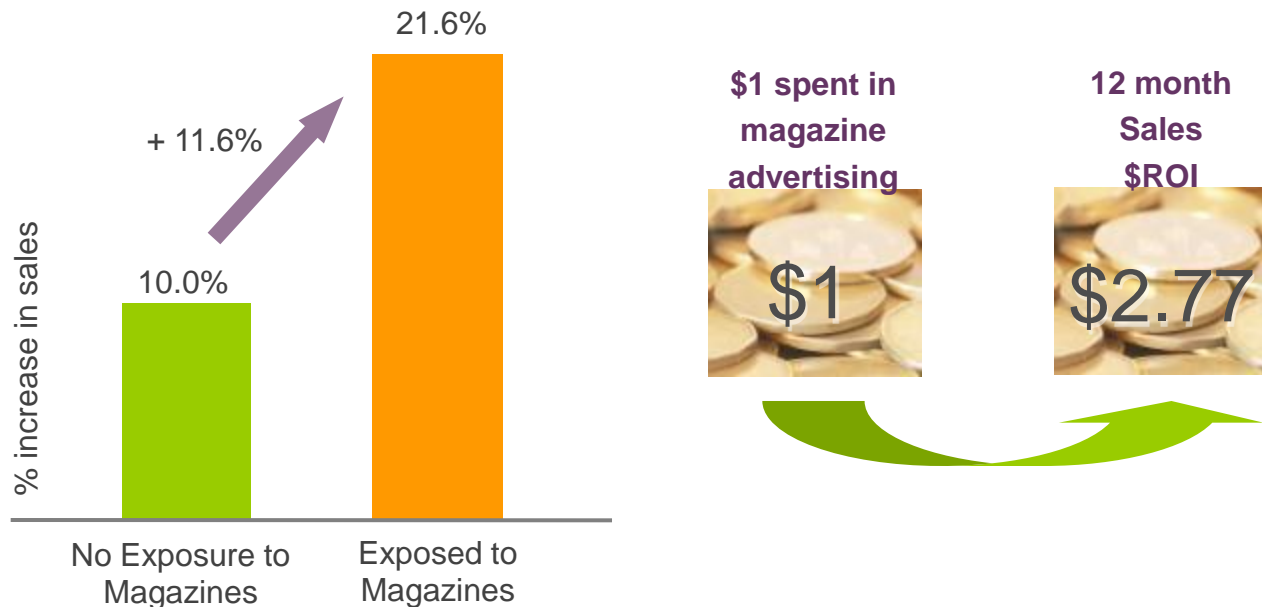
ACTIONS TAKEN	MAGAZINES	NEWSPAPER	RADIO	TELEVISION	ONLINE
Returned free sample card	166	138	113	113	129
Discussed an ad with your Dr	162	116	131	110	113
Called a toll free # to get additional info	149	135	123	110	121
Visited a pharmaceutical co. website	146	123	121	133	174
Asked Dr for a prescription sample	145	112	112	125	113
Visited any website	138	115	113	119	161
Consulted a pharmacist	136	117	104	117	107
Switched to a different brand	134	125	112	125	118
Discussed an ad with a friend/relative	133	116	122	116	114
Asked Dr to prescribe a specific drug	132	112	122	128	117
Purchased a non-prescription product	119	107	102	117	104

Source: MARS OTC/CTC Study, 2010

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MAGAZINES DRIVE SALES RESPONSE

Magazines have been proven, time and time again, to drive sales response and return on investment. In a study of 20 brands, consumer exposure to magazine advertising lifted sales more than double that of unexposed consumers. ROI was nearly three times the media expenditure in just 12 months. [Click here](#) for more info.



Source: Return to Spender, Sales Uncovered, PPA 2005 (chosen by Media Week magazine as one of the best global media studies of 2005)

Other Useful Info

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Magazines Canada can help

ABOUT MAGAZINES CANADA

Magazines Canada is Canada's professional magazine industry association, representing the country's top consumer and business titles. As a not-for-profit organization, it strives to serve Canadian magazines through advocacy, direct-to-retail distribution, professional development, marketing and advertising services.

Magazines Canada strives to supply the advertising industry with solid information to help advertisers and agencies understand how magazine advertising works and how they may be put to work for them.

For examples of information available, please click on the following:

[FastFacts](#) – A series of one-page fact sheets for most-requested topics

[magblast](#) – A series of podcasts designed to inform and educate

[PAGE newsletter](#) – A monthly newsletter reporting news and latest research

[Magazine research information](#) – An archive of major magazine research

[Magazine Essentials](#) – A summary of magazine planning information

[Put Magazines to Work](#) – A summary of the latest magazine industry info

[Best on Page Awards](#) – Best magazine ad creative from Canada and the world

[Creative ADvantage](#) – Creative use of the magazine medium

[magWorks](#) – A cost-effective way to test magazine advertising creative

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CREATIVE USE OF MAGAZINES

Looking for eye-catching, exciting, interactive creative ideas that get talked about and acted upon? Perhaps a new brand launch, a relaunch or an impactful way to kick-off a seasonal campaign?

Magazines can deliver the wow-power!

Whether it's an ROP page, an insert that carries a scent, carries a tune, pops-up, folds-out or perhaps an integrated campaign that works online or at retail, talk to your friendly magazine sales professional to help you meet your communication objectives and budget. For more ideas, [click here](#).



Tipped-on paint stir-stick with coupon

BEST ON PAGE AWARDS

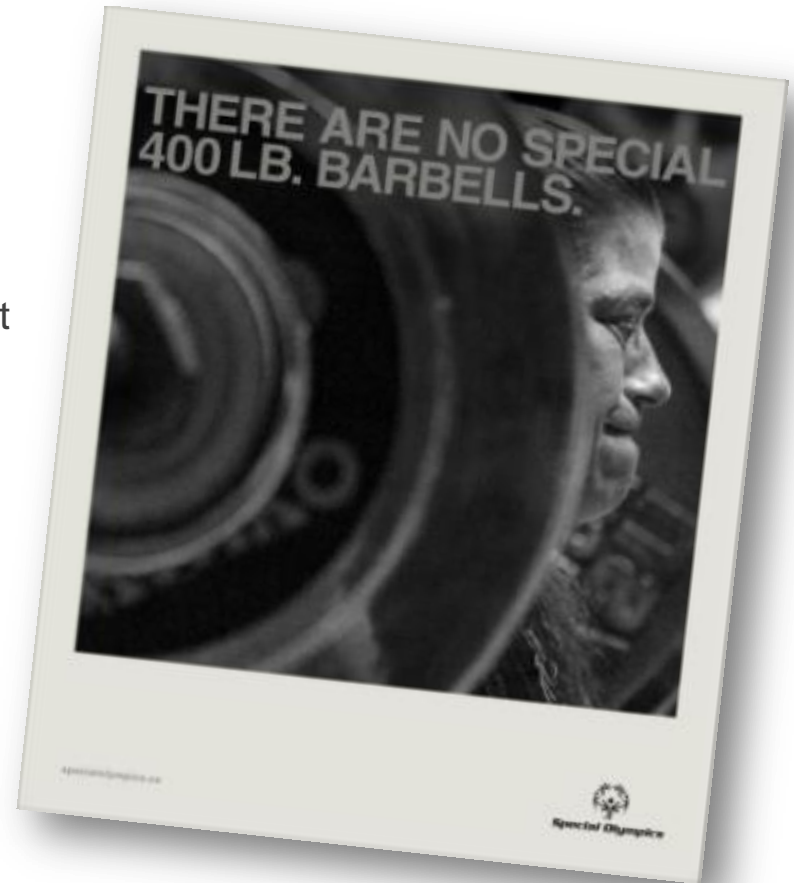
The 2010 Best on Page Awards awarded top honours to Canada's best magazine ad creative.

The awards for Best of Show and Best Full Page or DPS went to:

Agency: Grey Canada
Advertiser: Special Olympics
Execution: "Barbell"

For more info, [click here](#).

**BEST ON
PAGE**



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BEST ON PAGE AWARDS

The 2010 Best on Page Awards awarded top honours to Canada's best magazine ad creative. The award for Best Campaign went to:

Agency: Lowe Roche

Advertiser: Johnson & Johnson Baby;

Executions: "A Gentle End: Three Little Pigs/Humpty Dumpty/Goldilocks"

**BEST ON
PAGE**

For more info, [click here](#).



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MAGAZINE ECO KIT

The Canadian magazine industry is putting environmental policies in place that support forest conservation. Magazines are doing their part to identify and gain access to environmentally friendly papers available to protect and preserve the natural resources upon which we all depend.

The Magazine Eco Kit offers a collection of ideas and best practices that publishers may adopt as their own for a more sustainable publishing industry.

For your copy, [click here](#).



AdDirect™ AD PORTAL

Magazines Canada AdDirect™ is a web-based ad preflight portal, designed to streamline the ad delivery process between clients and participating magazines. AdDirect™ allows advertisers and agencies to preflight, approve and automatically deliver a PDF ad file to a publication.



All ads are checked against each magazine's individual specifications. Clients receive a real-time preflight report showing that the ad has been successfully preflighted and delivered or, a listing of any warnings or errors that have occurred during the preflight process. This report allows clients to immediately fix any potential problem saving time and money.

Visit the addirect.sendmyad.com home page to view a brief video on how to use the ad preflight portal system, download the User Guide or click on links to view frequently asked questions. AdDirect™ is a free service to agencies and advertisers.

GOT QUESTIONS? CONTACT US

If you have questions about how magazine advertising can be put to work, chances are we have the answers. We have a large library of research information beyond what you'll find on the Magazines Canada website. Information is just an email or phone call away.

Web: www.magazinescanada.ca

Email: adinfo@magazinescanada.ca

Tel: 416.596.5382

Fax: 416.504.0437

We're here to help.



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